

Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

**November
1916**

In this Issue:

Getting Ready for
Christmas

Your Part in
America's Elec-
trical Week

How I Built a
Retail Business in
One Year

Brass-Tack-ling
the Price Problem

Fire Alarms
for Schools

Jovian Notes
and Snapshots

Estimating a
Hotel Wiring Job

Ideas, Plans and
Methods for
Dealer
Contractor
Manufacturer
Jobber
Salesman

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Thor

**ELECTRIC
WASHERS
IRONING MACHINES
AND VACUUM CLEANERS**

will make profits for you during

America's Electrical Week

HURLEY MACHINE CO.

New York

Chicago



A Mammoth Bridge is no more wonderful an engineering achievement than this little MAZDA Lamp

When you snap a switch and a lamp flashes into brilliance, have you ever thought of it as an *engineering accomplishment?*

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EDISON LAMP WORKS
of General Electric Company

Harrison, N. J.
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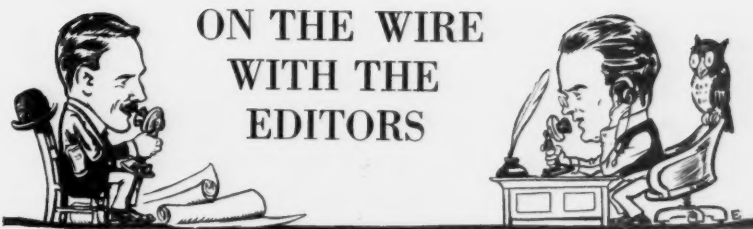
EDISON MAZDA LAMPS
Made in U. S. A. and backed by MAZDA Service

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A. E. CLIFFORD, Secretary J. T. DEMOTT, Treasurer
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Of This Number of
ELECTRICAL MERCHANDISING
10,000 Copies Are Issued



Readers of ELECTRICAL MERCHANDISING who wish to keep in touch with the trade, commercial and engineering news of the industry, advances in electrical engineering and operating practice, and matters of central-station policy and sales management, are referred to the weekly ELECTRICAL WORLD.

Credit Extended to Readers Only

"WE can tell pretty well what kind of a business a dealer is doing—and what he is thinking about—by the electrical paper he reads," remarked a jobber who does a \$2,000,000 business yearly, as he sat in the editor's sanctum the other day.

"The dealer who seeks credit with us," continued our jobber-visitor, "is sent a list of twenty questions, each of which must be answered to our satisfaction before credit is extended. One of these questions reads: 'What electrical journal or journals do you subscribe for and read regularly?' If the dealer applicant for credit is not taking or reading any electrical paper, we invariably refuse his business, because we know that the man who is not reading and studying how to do a better business all the time is sure to be left behind by others who do read and think. And so we regard the man who does not read or is 'too busy to read' as a questionable credit risk."

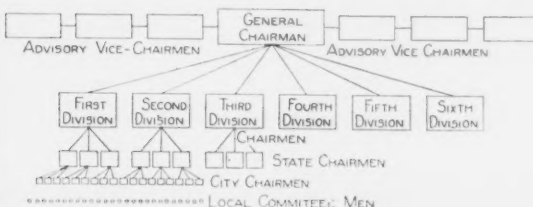
Green Dollars for "Dollar Ideas"

EVERYBODY who used to read *Selling Electricity* and then *Electrical Merchandise*, as it was later called—before it joined the McGraw family and became the bigger, better, broader and more helpful paper you are reading just this minute—everybody will remember the "Dollar Ideas" that were featured there a few years back. Well, we're going to revive them. They will begin again in the December issue of ELECTRICAL MERCHANDISING.

A "Dollar Idea," we will explain, is just a new idea that has helped some dealer, contractor or central station man, some manufacturer or jobber, to make a sale. He reports the "hunch" to us, and for every "Dollar Idea" that is published we send to the contributor a brand-new, bright, green, crisp and crackling Dollar Bill—as often as his inspirations come.

Watch for the "Dollar Ideas" next month. And in the meantime, read the further details on page 225, and send in Ideas yourself. We have a lot of those new bills all ready.

The Jovian "Hundred Point" Campaign



JUST as this issue goes to the reader a remarkable ocean-to-ocean campaign is being launched by the "100-point committee" of the Jovian Order. During the next thirty days General Chairman Martin J. Wolf

purposes, through the committee machinery sketched above, to have every Jovian in the forty-eight states reached and interviewed convincingly concerning, first, the value of the Order to individuals and to the industry, and, second, the necessity for raising the dues to \$4 a year as voted at the Indianapolis convention. With its general board, its six division chairmen, its state and local heads, and, finally, the selling "line" itself, we believe that the 100-point committee is organized to win—and we predict that this unusual internal selling campaign will usher in a new era of prosperity and usefulness for Jovianism. All shoulders to the wheel!



—What's In a Crowd?—

"Customers," says one merchant; "Curiosity Seekers," says another; "The World and His Wife," says a third. The wise analyst says nothing, but strives to dissolve the crowd into its individual elements and to sell these individuals

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Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

With which is incorporated ELECTRICAL MERCHANDISE

Volume 16

November, 1916

Number 5

Picking Out the Purchasers

WITH the coming of America's Electrical Week and with the holiday shopping season following closely after, earnest and spectacular efforts will be made by practically all electrical merchants to attract the greatest amount of popular attention to their wares. By advertising, parades, electrical shows, window displays and special lighting decorations, the public mind will be centered for at least the week upon the electrical industry, and it is expected that large sales of appliances will result.

But there are likely to be disappointments.

A crowd, *per se*, does not necessarily mean business. Mere numbers do not assure sales. A gaping populace cannot be depended upon to play merry tunes upon the cash register.

For there are crowds and crowds. A crowd of women means nothing to the cigar man. A crowd of urchins brings no business to the exclusive milliner. A crowd of men offers slight nourish-

ment to the corsetier. And similarly, a crowd which cannot be classed as immediate prospects for electric service or electrical merchandise is of no commercial value to dealers in the electrical field.

It is easy enough to collect a crowd during America's Electrical Week. It is impossible to collect such a crowd composed exclusively of buyers. So the problem is to plan our displays, shows, parades and what-not in such manner that the live prospect will be singled out, isolated from the mass, and convinced of the desirability of our goods.

This is not so difficult as it sounds. It is being done every day by merchants in other lines of business. The point which we in the electrical business may miss because of our comparatively short merchandising experience—a point which other merchants seldom miss—is that the *selling appeal* must always be made to the *individual* at the same time that the *attention-appeal* is made to the *mass*.

GETTING READY FOR CHRISTMAS SELLING

The Big Idea in Merchandising Is to Be Ready to Sell When the Public Is Ready to Buy

By FRANK B. RAE, Jr.

GETTING ready for Christmas, according to the Consolidated Gas, Electric Light & Power Company of Baltimore, Md., should begin about Dec. 26. Some of the goods which are now being price-marked and made ready for their Christmas rush a month hence were purchased by the Baltimore Company last January. Some of the sales methods to be applied in the holidays of waning 1917 are being developed as you read this page. These facts should not discourage the electrical merchant who is now only starting on his present Christmas campaign, for many a big success has been won through high-speed tactics; the emphasis is placed upon the Baltimore method of long and careful preparation because experience has shown this company the advantage of working "twelve months ahead."

As a matter of fact, the holiday selling done by the Baltimore company is not a special campaign, but is the culmination of a year-long drive, and its remarkable success is not due to any particular cleverness or inspiration, but to a solid and carefully-constructed organization.

And organization, after all, is the basis of business success; it is the businessman's kit of tools. Yet we must make it plain that organization does not necessarily mean numbers, for a one-man organization may be invincibly efficient just as a thousand-man organization may be chaotic.

* * *

THE organization of the Consolidated Company's merchandising department is practically independent of other company departments. It has its own purchasing agent, its own salespersons, its own cashiers, its own system of records,

Last year the Consolidated Gas, Electric Light & Power Company of Baltimore made a wonderful success of its Christmas merchandising; this year it promises to more than duplicate that success. So it seemed to us that we would be doing a service to the readers of ELECTRICAL MERCHANDISING if we described the Baltimore methods and told how they sold so much goods at Christmas time.

But when it came to studying these methods and the organization that put them into effect, this fact appeared: The big Christmas business wasn't a Christmas sale success at all, but was part of a merchandising success which runs along the whole twelve months of the year to a Christmas climax.

Upon learning this, we were tempted to abandon the story of Baltimore and to search out some spectacular, short-time selling campaign that would be more definitely Christmas-y; but the bigger thought prevailed that the readers of this magazine are in business PERMANENTLY, and that if the most successful Christmas sale we know about is based upon a PERMANENT plan of organization, then other electrical merchants want just such a plan—not simply a temporary expedient.

So the following article, while labeled a Christmas sales campaign, is really the story of how one progressive company has built up an all-year-round merchandising business that reaches its profit-peak in the season of good cheer when the public purse-strings are at their loosest.—EDITORS.

its own stockkeepers, its own delivery system, and own complete organization, much as if it were an entirely separate concern.

INDEPENDENCE IS IMPORTANT

This independence is of vital importance. The delivery men, for example, are *merchandise* delivery men and their line of promotion lies through the merchandise department. They are interested solely in merchandise sales. They care nothing and know nothing about meter reading, line material, construction or plant operation. They are a part of an organization that has been built to *sell goods*, and their ambition is to see that every sale ends with the proper delivery of those goods.

"We believe," says Dorsey R. Smith, assistant superintendent of the merchandising department, "that the wagon man is as important as the salesgirl, because no sale is completed until the goods are in the customer's hands satisfactorily."

The same independence is seen in the accounting work incident to mer-

chandising. From the time when a purchase requisition is drawn until the cash sale is made to the customer, every bookkeeping operation is controlled by the merchandise department. The desirability of keeping merchandising matters separate will be shown later. If a time-payment sale is made, or if goods are charged by a meter customer of the company, such a sale, for obvious reasons of convenience, passes to the company bookkeepers and is collected in combination with the next month's bills for gas or current, but nothing else reaches the general bookkeepers except the day's totals of cash and c. o. d. transactions—such totals, of course, being supported by duplicate individual sales slips to keep the records complete.

A department store system of sales slips is used, adapted slightly so as to meet the special requirements of the business. Let us follow a characteristic sale:

When goods are received from the manufacturer—and the Baltimore company buys exclusively from manufacturers—they go to the stock room, where they are opened, inspected, price-marked and either stored or immediately sent to the salesrooms. When the salesgirl completes a sale, she fills out a sales slip (p. 198) which contains every detail of the transaction. Of this slip a small coupon is immediately given to the customer as memo of the transaction so that possible error may be traced. The rest of the sales slip, or ticket, goes with the goods purchased to a cashier's desk. Here the cash is rung up and the general auditor's memo slip placed on file to be turned in with the total day's cash. A second memo is retained by the cashier. The goods are then sent back to the stockroom for pack-

ing, and with the goods goes a duplicate ticket. One part of this duplicate serves as the package address label; a second part (identical to the cashier's memo) serves as the stockkeeper's voucher to keep his stock in balance; the third part is the bill of sale to the customer and is wrapped within the package.

Now, here is the safety key to the system. When the stockkeeper price marks an item, he places on the price tag a key number which tells him the manufacturer's name, the manufacturer's catalog number of the article, the department the goods belong to, and the percentage of profit included in selling price. The stockkeeper, who is also the packer, thus is able to check each sale and knows whether or not the article described and priced on the sales slip is the article which he is packing for delivery. The salesgirl cannot switch a price tag from one article to another without detection, except with the co-operation of the stockroom employee and that employee cannot escape responsibility, because he must initial and preserve the used price tags and these are periodically checked against stock.

We have described this system at some length for two reasons: one is because it is a good system, and the other is because too few electrical merchants have any system worthy of the name. Merchandise losses through forgetfulness, error, lax methods and plain stealing eat the heart out of most mercantile profits. The Baltimore company, through this simple system, takes half the worry out of its business by making forgetfulness impossible, by reducing errors to the minimum, and by making dishonesty impractical. When you have a system which does that, you have time to spend in constructive work and a mind clear to concentrate.

* * *

THE Consolidated Gas & Electric Company conducts seven separate stores and does a "sundry-sales" business of almost \$1,000,000 a year. It does not cut prices on standard merchandise nor has it any advantage over independent electrical merchants or department stores. Its present head is an experienced merchandising man. Its assistant executive has studied merchandising for ten years, has made friends with department store men, has read the trade papers of the merchandising

fields, has introduced, one after another, dozens of merchandising methods of proven value in the department stores. Furthermore, this department is charged with every expense it incurs, from the smallest scrap of paper to the depreciation on its delivery cars. Officially it has no interest in the amount of gas or electricity consumed by the appliances sold. A flat-iron consuming 0.5 kilowatt an hour and showing a merchandising profit

fittings, containers for salt and condiments, clothes lines, kitchen cabinets, floor stain, rolling pins, egg beaters, and a popular form of fire extinguisher. Probably \$40,000 of such wares and other items which do not consume gas or central station electricity (as, for example, flashlights, battery toys, etc.) have been sold within the year. On this subject, C. A. Magee, who has been placed at the head of the department after many



An interior view of one of the seven Baltimore Gas & Electric shops. Note the prominent display of neutral merchandise—in this case fine tableware, cut glass and jardinieres

of 50 cents is just half as desirable from a merchandising standpoint as a boudoir lamp that uses 0.5 kilowatt a year and yields \$1 of merchandising profit.

This attitude toward electrical merchandise, unusual for a central station, has led to an equally unusual experiment—that of dealing in what is called "neutral" merchandise. This term is applied to merchandise which does not consume current, but which may have a collateral value in developing electrical merchandise sales.

"Neutral" merchandise is a subject open to discussion. How far should a central station, or even an independent electrical dealer, go in the sale of non-electrical merchandise? The Baltimore company goes—or has gone, experimentally—quite a long way. In their various stores one finds for sale such articles as tableware, cut glass, silverware, aluminum and agate kitchen utensils, cutlery, bathroom

years of general merchandising experience, says:

"Gas and electric men approach merchandising problems from the gas and electric standpoint, while we are trying to approach it from the standpoint of the woman in the home. What we call 'neutral' merchandise consists of common articles in which the woman is interested, articles which she buys every year or even every week. If we can attract the customer's attention by exhibiting familiar merchandise we will lead her toward electrical merchandise through an easy and inexpensive channel. Gas and electrical devices are specialties, the introduction of which means high expense unless we adopt some such plan as the use of 'neutral' merchandise.

"As to the question of antagonizing local merchants, we believe in giving every consideration to the goodwill of established merchants, who are

A

M		Address		3 1670		WEEKLY
AUDITOR'S		DATE	PAID BY	OLD NEW	LENDER PAID	MONTHLY
VOUCHER						
CASH RECEIVED		ON ACCOUNT		\$		

B

DO NOT DESTROY OR ERASE CHECK—MAKE IT VALID AND TURN IN						
CONSOLIDATED GAS ELECTRIC LIGHT & POWER CO.						
OF BALTIMORE						
M		Address		3 1670		WEEKLY
Deliver to		Week				MONTHLY
M		Address		3 1670		WEEKLY
Deliver to		Week				MONTHLY

C

DO NOT DESTROY OR ERASE CHECK—MAKE IT VALID AND TURN IN						
CONSOLIDATED GAS ELECTRIC LIGHT & POWER CO.						
OF BALTIMORE						
M		Address		3 1670		WEEKLY
Deliver to		Week				MONTHLY
M		Address		3 1670		WEEKLY
Deliver to		Week				MONTHLY

D

CUSTOMER'S RECEIPT						
1670		TOTAL				
3						

E

M		Address		3 1670		WEEKLY
CASHIER'S		DATE	PAID BY	OLD NEW	LENDER PAID	MONTHLY
STUB						
CASH RECEIVED		ON ACCOUNT		\$		

F

DO NOT DESTROY OR ERASE CHECK—MAKE IT VALID AND TURN IN						
CONSOLIDATED GAS ELECTRIC LIGHT & POWER CO.						
OF BALTIMORE						
M		Address		3 1670		WEEKLY
Deliver to		Week				MONTHLY
M		Address		3 1670		WEEKLY
Deliver to		Week				MONTHLY

SALES-SLIP SHEETS

- (a) This section goes to the merchandise auditor, enabling him to balance his stock.
- (b) This section serves as the package address on the goods delivered to the customer.
- (c) This section is the sales slip to be wrapped within the package. Where goods are sent out in original packages this section is pasted on the outside along with the package address.
- (d) This section is the customer's receipt and is given to the customer when cash is paid.
- (e) This section is the store cashier's memorandum and is a check upon her cash each day.
- (f) This section goes to the general book-keeper with the day's cash receipts and serves as a complete voucher containing all essential information, including the customer's signature, to a contract printed on the back of the sales slip in the event of the item being sold on monthly payment.

our friends and customers. We do not find that they object to our dealing in the articles so far selected, though naturally they are apprehensive as to how far we may go. Common sense will set this limit."

On the same subject, Dorsey R. Smith, assistant superintendent of the department and a member of the merchandising committee of the National Electric Light Association, expresses the belief that "neutral" merchandise is a wonderful help if properly employed. He is an enthusiast on such items as electrical toys, flashlights and similar items, which, while they consume no current, have either an educational value or serve to demonstrate some of the myriad conveniences of electricity.

Especially at Christmas time is the value of "neutral" merchandise apparent. Most electrical dealers and central stations sell portable lamps, but the Baltimore company goes further and sells a vast quantity of extra shades also. The sales of shades this year will be in excess of 5000, which includes everything from very expensive creations in stained glass, parchment and silk to tiny little slipovers of printed fireproof linen. In the toy line, a leading item is a knockdown outfit from which a boy can construct numerous devices and develop many electrical experiments. The sale of this outfit led to the call for complete sets of structural material such as boys now play with. These are absolutely non-electrical, but fit in closely with the electrical toys. Similarly, many extra units and accessories to electric trains, etc., are carried and sold in great quantity. When it is stated that the sales last year of toys and Christmas tree lights together totalled \$4,209.21, the reader will have some idea of the money value of such items in the holiday trade.

* * *

A FEATURE of the Baltimore merchandising organization is the window display department. This department consists of four men, the chief of whom is the graduate of a leading school of window display and who has had five years of department store experience. The company owns a large assortment of window trimming material, gives ample space to the department, and requires all windows to be changed on the average of at least once a week. The importance attached by Mr. Smith to this

department may be judged from the fact that from \$300 to \$600 a month is spent on it. Returns, however, seem to justify this outlay. The windows of the Consolidated Company are among the best located in the city, and certainly receive the most attention from the best class of shoppers. The public has been taught to expect unusual, instructive and tasteful displays, and their interest and appreciation is shown by constant watchfulness.

Among the features employed the most popular in attracting attention to the windows has been the use of liv-



One of the Baltimore display windows which attracted much attention during Electrical Prosperity Week last year. The central figure posed to represent the 1916 poster was a man model who is frequently used for this company's animated displays.

ing models. Two men of considerable histrionic ability are used from time to time for posing and demonstrating in the main window on the corner of Lexington Street and Park Avenue. Such attractions invariably draw a crowd, as will be seen from the frontispiece snap-shot of the store front taken during a before-Christmas display last year. The window crew in Baltimore has won several prizes for its displays during the past twelve months and at the present time has other windows entered in competition. A "Rice-Leaders-of-the-World" prize and one offered by the American

* * *

These are the controlling ideas of

And that, really, is why it is making such a success of its Christmas business. Christmas in the Baltimore company is simply the fat season of a long year's effort. Its wonderful holiday sales records are the result of permanent organization, not of spasmodic, frenzied "campaigns." It is too late this year for other electrical merchants to profit by the Baltimore method, but it is not too early now to begin organizing for Christmas, 1917.

The Baltimore company's newspaper advertising is patterned closely upon that of the department stores, the only essential difference being a more generous use of white space.

Your Part in America's Electrical Week

By EARL E. WHITEHORNE

WHEN IT COMES TO ANY BIG CAMPAIGN like America's Electrical Week, where the opportunities presented seem out of all proportion to the time at hand, the hardest thing is to know what to do next. So many things there are to sell—so many ways to go about it. And the press of hurry and the eagerness to pluck the waiting fruit make planning difficult. It is a help at such times to have at hand concrete suggestions that lay out a balanced course of action—for no man can remember in the midst of a campaign all the good ideas that he has planned to put to work.

In the hope, that it may aid our readers in the successful carrying out of their individual programs for America's Electrical Week, I have scheduled here a list of definite suggestions for the central station, for the contractor, for the dealer, for the jobber, for the manufacturer, and for the salesman. These ideas are few of them brand new—for, however welcome they would be, new ideas are not essential, when there is such a wealth of good experience available from last year's celebration and the records of so many other co-operative campaigns to draw from. Much of it you will find suggested in the Plans Booklet issued recently by the Society for Electrical Development. Much we have gleaned from other sources, but this method of presentation serves to simplify its use and show the interworking of the interests of the different members of the local family of electrical men. I hope that you will study it well, and utilize as much as possible for better profits in your local effort to cash in upon this greatest of all trade campaigns—America's Electrical Week—Dec. 2 to 9.

WHAT THE CENTRAL STATION CAN DO

1. Call a meeting of all local electrical men and organize a big committee to put over America's Electrical Week in your town. (This may have been done some time ago, but even now it is not too late.) Have this committee follow the directions in the Society for Electrical Development's *Handbook for Committeemen*. Much can be done in the two weeks left to you.

2. See personally the editors of all your local newspapers, the city officials and the moving spirits of the Board of Trade and explain the coming celebration. Knit your local merchants into it as a united "Shop Early" movement. Arrange for their Christmas display to be alight on Dec. 2.

3. Install at once on the most conspicuous site available an electric sign announcing "America's Electrical Week—Dec. 2 to 9."

4. Placard the billboards with the A. E. W. posters so that everybody will know that there is something coming. In the same way, feature the smaller posters in your store and windows.

5. Decorate your building and the street before your store with festoon lighting and such other ornamentation as you can devise.

6. Trim up your salesroom and your windows as for a carnival so that the spirit and enthusiasm of this celebration will be apparent and communicate itself to all who enter.

7. Call a meeting of all your employees—all departments—and enlist them as good soldiers in the campaign. Offer commissions on all sales made by employees not of the sales department and prizes for the salesmen who make the best record in the A. E. W. Christmas selling.

8. Hold a big reception in your salesroom on the afternoon and evening of Saturday, Dec. 2. Invite all customers by card and extend a welcome to the entire public through

newspaper advertising. Feature music, flowers for the ladies, and "Cooked by Wire" refreshments, with demonstrations of all appliances.

9. Schedule a special demonstration and sale on some particular appliance for each day of the week and advertise it in the papers.

10. Schedule and advertise a series of lectures on such subjects as "The Evolution of Cooking," "The History of Power," etc. Hold these lectures in your salesroom every other evening.

11. Schedule on the alternate nights a series of informal dinners, one to the local architects, builders and real estate men, and tell them how the development of electric service is helping them; one to the local hardware men and druggists and tell them how they can profit by the sale of electrical goods, etc.

12. Offer easy payments on all appliances purchased during A. E. W. and special groups of appliances sold as a group at a bargain price.

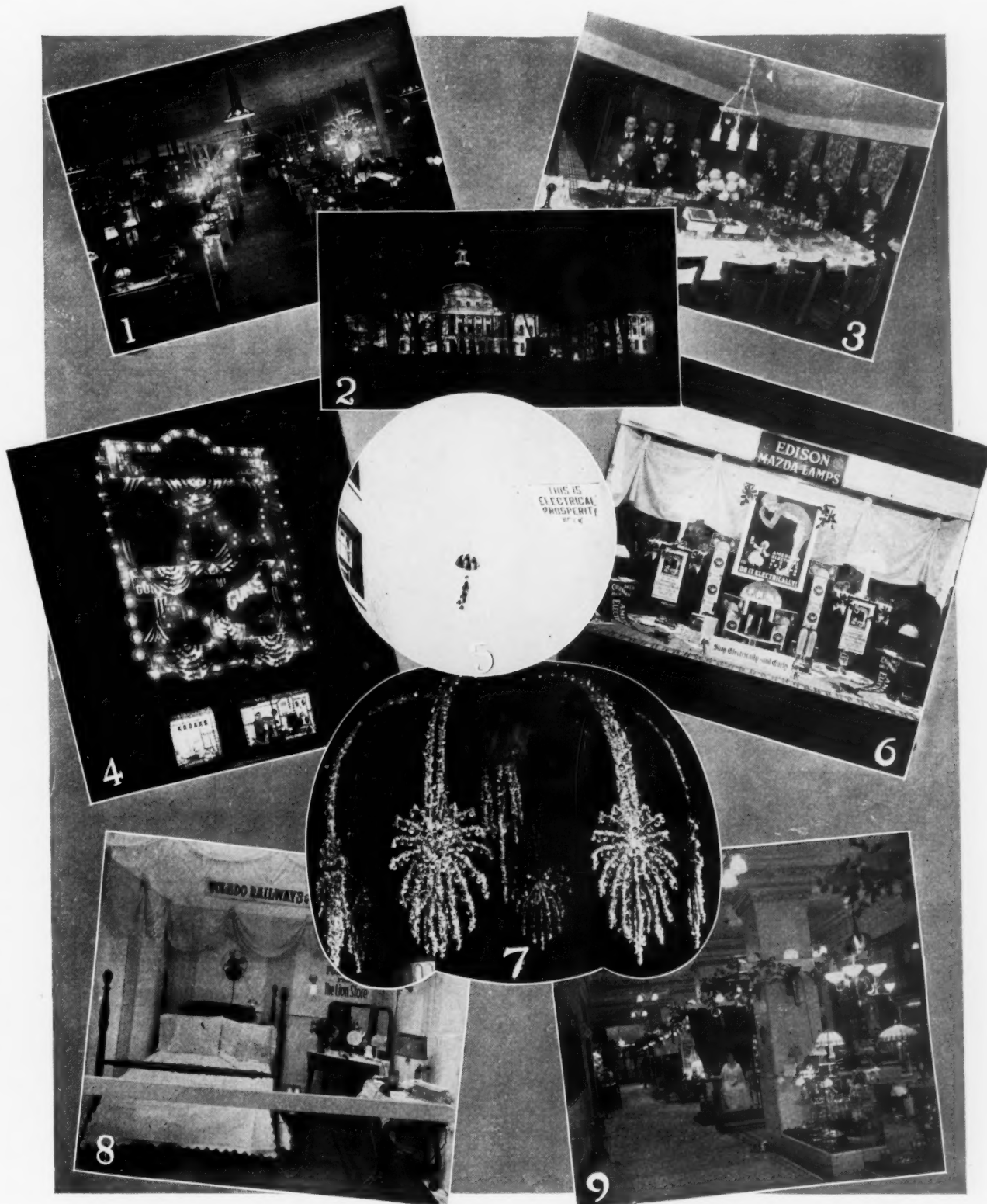
13. Schedule a special bargain offer for each day, a carton of lamps, an extension cord, some little feature of the day that sells for a small amount.

14. Use the A. E. W. poster stamp on every package that leaves your store, the larger poster on your wagons, and make a feature of it in all advertising.

15. Feature a Charity Sale on Friday, Dec. 8, in which 10 per cent of all the profits taken in will be donated to local charities. Announce it on Thursday evening. Advertise it big. Invite the ladies of the local charities to officiate that day as the saleswomen, entertaining them at dinner and presenting each with an appliance as a token of appreciation.

16. Feature a Clean-up Sale on Saturday, Dec. 9, when odds and ends of shop-worn stock can be sold off at bargain prices.

NINE PROVEN FEATURES FOR YOUR A. E. W. CELEBRATION



1. A good electric show is always popular and can be counted on to pay a profit to exhibitors

2. Floodlight your finest public buildings for the celebration and you'll find that some of it will stick

3. Get your electrical family around the board for "stay-together" luncheons during the week. Invite the newspaper men. In this picture, note the electric train that "passed cigars"

4. Almost any building can be made distinctive by outline lighting. Go after it with pinholed photographs that, held against a light, will give the effect of the proposed installation

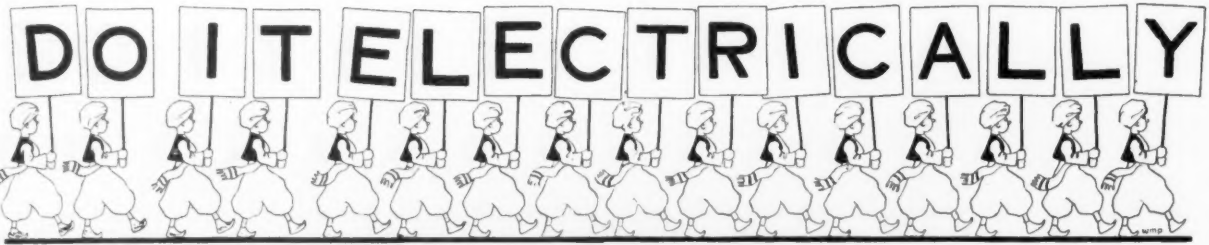
5. Circus stunts will always set the people talking and help sell goods. This dummy suspended from a kite played his part in New York last year

6. Every store window in town where electrical merchandise is sold must pull together and feature A. E. W. prominently

7. Spectacular lighting effects at Cincinnati last year helped mightily to swell the throngs at the Electric Show. Try it

8. A House Electric demonstration is very strong in human interest and appeal. It sells goods, demonstrates their use, wins wiring contracts.

9. The Goddess Electra will be a conspicuous attraction, as she was last year. A local "Beauty Contest" will assist in the selection of the model



Feature this Sign across your show window

*Stand a poster
anywhere the
customer is apt
to look*



*An
Electric Iron
Saves
Hundreds
of Steps*

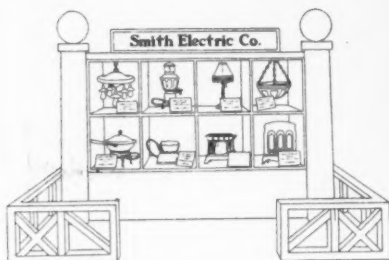
*Make up cards
to tell the story
of each appliance
Use the Poster
Design*



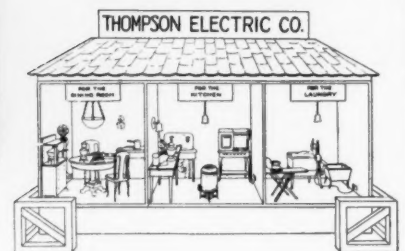
*"Electra" the Quickening Spirit of
the week may be made a feature
of your celebration*



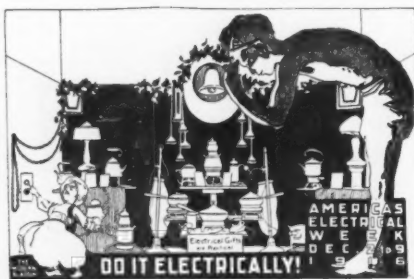
*The upper panel of your door
can work for A.E.W.*



*A simple plan for your booth
at the Electric Show*



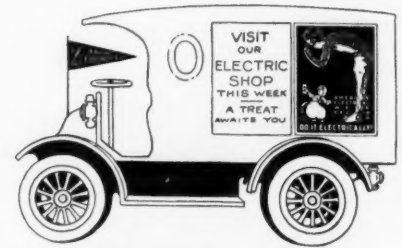
*A "Home Electric" booth on
a small scale*



*The Society's Window Suggestions
will help you greatly.*



*Here's an idea for
the Street Cars*



*Use the good space on the
sides of your Delivery Wagons*

Some Hints on Ways to Get Local Publicity for America's Electrical Week, Making Use of Material Offered by the Society for Electrical Development

WHAT THE CONTRACTOR AND DEALER CAN DO

1. If the local A. E. W. has not been organized already, take the lead yourself and call a meeting at once, co-operating with the local central station.

2. Get behind the General Plans suggested in the Society's *Handbook for Committeemen* and work to put the celebration over in a big way.

3. Dress up your building and your street front with gala lighting and trim up your store and windows, using the A. E. W. posters prominently to show that you are part of the big event.

4. Send out a letter to every customer on your books announcing a special easy-payment offer for all orders for house wiring or the installation of added switches or receptacles taken during A. E. W.

5. Arrange with the central station so that you may offer appliances on the same easy terms throughout A. E. W. that they are featuring, transferring the account to them for cash on a proper basis of discount.

6. Plan out at least two special window displays as features of the week and make some changes daily that will sustain the interest of the passing public.

7. Knit up with the "Shop Early" movement and make special offerings of Christmas goods.

8. Gather all your employees together in a meeting just before the celebration starts and get them interested.

Offer them commissions on all business they can bring in through the week and prizes for the men who make the best showing.

9. Apply as many of the special sales suggestions made for central stations as the size of your merchandising business makes possible.

10. Make your store the "bright spot" in the neighborhood by lighting up your windows brilliantly with any novelty features you can devise, such as the "Daylight" lamp, and try to organize the merchants in your block to work together and challenge other blocks to competition in display.

11. Co-operate with the other contractors and work up a special A. E. W. flat-rate wiring schedule to apply on orders taken during the week.

12. Feature and advertise a "Fix-it Service" offering to call for any electrical appliance that is not working properly and repair it. Offer to convert oil lamps to electric and advertise "Special Prices for America's Electrical Week."

13. Arrange with the central station so that coupons issued by you to your customers may be cashed in at 25 cents each in the purchase of any appliance at their Electric Shop, the profit on the sale to be divided between you and the Electric Shop.

WHAT THE MANUFACTURER AND JOBBER CAN DO

1. Instruct your district agents and your traveling salesmen everywhere to take hold with the local A. E. W. committees in their territories and do all they can to bring success. Tell them in detail your company's plans for tying into the national celebration, so that they can tell it to the local bodies.

2. Have letters reach your men during the week to keep them in touch with developments and eager for achievement.

3. Offer prizes to your salesmen for the men who make the best records in their work in support of local celebrations.

4. Instruct your local offices to decorate for A. E. W. and light up as conspicuously as possible.

5. Use A. E. W. poster stamps on all your mail from now throughout the week.

6. During the week communicate not only with your

salesmen but your customers to impress upon them *at the time* how your national and local advertising has been centered on A. E. W. in eager co-operation with them and is contributing to their success.

7. Encourage your men to address local A. E. W. gatherings where possible to help boost the movement and give evidence of your participation.

8. For the same purpose arrange to have your high officials interviewed by the press representatives on the subject of electrical development, etc.

9. Offer prizes to your dealers for the men who show the keenest enterprise in marketing your goods in various ways.

10. Get out goods in special A. E. W. packages with individual appliances or A. E. W. combinations for the housewife, the automobilist, etc., at a special A. E. W. price.

WHAT THE SALESMAN CAN DO

1. Get into the spirit of the A. E. W. celebration with both feet and hands and boost and work right where you are. Broaden out and play the other fellow's game. Talk *electricity*—not only your own line—and see what you can do.

2. Look over the local situation and try to see where there is lack of co-operation and why, and try to get conflicting elements together. Constitute yourself a little free-lance walking delegate to bring about a closer harmony between the different members of the local family,

and between these men and you yourself, into the bargain.

3. Put all the "pep" that's possible into the actual selling that you have to do this A. E. W. and help to make a feature of a friendly inter-competition among selling staff that will produce results worth while.

4. Remember that after all the whole accomplishment of America's Electrical Week is in your hands. Success depends on actual sales, and the sales will all be made by men and women, one by one. Keep this in mind and do your part each day and hour.



"On what basis?" asked Snowden, one of the price-cutters. "I won't go in on no deal, not unless I get exactly the same treatment as Abbott here."

"We've met to determine the basis," replied Davis in level tone, "and the main idea is to protect Abbott just as fully as we protect you."

BRASS-TACK-LING THE PRICE PROBLEM

By FRANK B. RAE, JR.

AS I walked into the executive offices of the Combination Gas & Electric Company I heard Big Jim Lenox's voice rise in sarcastic crescendo: "What kind o' crime are you tryin' to pin on me, anyway? Have I gotta wear out a black-jack on some yap's dome? You talk as though I was a New York gunman, going around with a gat an' bumping off folks at fifty cents per bump."

"Now, Mr. Lenox, that ain't it at all." The voice which answered was strange to me. "Mr. Davis understands that we can't have any rough stuff. But we *must* do *something*."

"I'll tell you one thing, Abbott; you fellows are strong on the *must* and very weak on the *how to*. Now——" Here Davis, who was speaking, glanced up and saw me in the corridor. "Come in here, you," he called; "maybe you can help straighten out this tangle."

I stepped inside the office marked "Commercial Manager" and was introduced to Abbott, the city's leading electrical contractor. He was a real business man—and a very angry one

—that much was evident at a glance. Micky Daly was there, too, his Irish eyes twinkling as he hummed, "Oh, to-morrow will be Friday and we've caught no fish to-day."

"Shoot," I said, after the handshaking. "What's the proposition?"

"It's simple, and perhaps not unusual," said Abbott. "The contracting business in this town is all shot up by price cutting. Nobody is making any money. I say it's up to the Combination Company to do something."

"The *something*, as near as I can make out," cut in Lenox, "being for me to waylay these price-cutters and hand 'em some sort o' physical violence."

"Not at all, not at all," objected Abbott; "but you've got to use *some* kind of a big stick. These fellows have got to be controlled, I tell you."

There was a long pause. Then, "Oi have th' foineest little prize-winnin' brindle pup in sivinteen counties," piped Micky Daly. "In another six-month that pup will——"

"Aw, cut it out, Micky," said Davis,

irritably. "We're talking business. What's a brindle bull got to do with price-cutting?"

"Nothin', nothin'—only did ye iver house-break a puppy-dorg? Th' process is vulgar but efficacious. * * * Now, them price-cutters——"

Davis's fist struck his desk with a bang. "Micky, you're a wonder! You have given me the glimmer of an idea."

"Intelligence is a rare gift," replied Micky complacently.

* * *

THAT afternoon a little party gathered in the directors' room. A box of large fat cigars was on the mahogany table. In the deep, comfortable chairs sat Abbott, two other contractors who were known as the worst price-cutters, Micky, Jim Lenox, and Davis.

"Gentlemen," said the commercial manager as soon as the cigars were drawing, "it has come to our attention that the contracting business in this town is in pretty bad shape.

You're not making as much money as you ought to, and you're not doing as much work as you should. Now, a few years ago the Combination Company—and a lot of other lighting companies, for that matter—didn't care anything about the contractors. We ran our business our way and let you run yours any way you pleased.

"That time has passed. To-day the men at the head of this company realize that our prosperity depends in some measure upon your prosperity, and now that we see your business is bad we are going to do something to make it better.

"The first thing we are going to do is to start a campaign for housewiring. The twenty men in my department are going to hustle for the next sixty days on wiring contracts, and we're going to turn those contracts over to you."

"On what basis?" asked Snowden, one of the price-cutters. "I won't go in on no deal, not unless I get exactly the same treatment as Abbott here."

"We've met to determine the basis," replied Davis in level tones, "and the main idea is to protect Abbott just as fully as we protect you."

"He don't need no protection—he's rich."

"Maybe he doesn't. If he doesn't, we won't give him any. But before we can decide that point, we've got to have a basis for figuring. That's what we're here for.

"Now," continued Davis, "let's get down to brass tacks. Here's a job all you fellows figured on last week. I want to ask you how you figured, so we can all have a fair basis for laying out our campaign."

It was a simple job, amounting to something like \$97.50 for labor and material. The conduit, wire, fittings and main essentials were equal in the three sets of figures prepared by the three contractors, but when it came to secondary items, wide divergences were seen. Abbott, for instance, had charged in one dollar for tape, solder, flux, etc.

"How do you figure that?" asked Snowden. "You don't use no dollar's worth of tape on that job."

"No," said Abbott, "I don't; but I have found that tape and solder and flux disappear pretty fast. The boys lose a half roll of tape now and then, or a customer comes in and I have to give him a few feet for nothing, or a hammer handle needs winding—why, I've even had 'em use friction tape to

tie a bundle with. Then there are always a few extra screws, and porcelain gets broken. One dollar is a mighty low charge."

"Oh, well, if you're going to charge up stuff that's given away or stolen or lost, that's a different matter. My estimate is based on this here job."

When it came to the labor item, Abbott had charged three days' time of two men at union rates. Snowden had charged the same, but explained that he was figuring to be one of the men on the job. The third contractor, Richards, had only figured the time of a helper for four days.

"How's this?" asked Davis. "No helper on earth can do that job in four days."

"Sure not," answered Richards. "I work myself."

"But don't you charge anything for your time?"

"You bet I do. I get all the profit—that's my pay." And Richards smiled as though he were teaching Abbott a new wrinkle in the contracting business.

They rocked along discussing one item and another until finally they came to the entry on Abbott's estimate marked "overhead."

"What do you include in your overhead, Mr. Abbott?" asked Davis.

Abbott, who was a thorough sort of a fellow, pulled out a little notebook. He explained that it contained essential information about his costs of doing business. Turning to the page devoted to overhead, he read off: "Rent, light, heat, bookkeeper, stenographer, porter, advertising management, office supplies, postage, depreciation on stock and fixtures, depreciation and replacement of tools, bad debts, cartage and delivery, material stolen or unaccounted for, insurance, shop time consumed in keeping tools and materials in shape, telephone, telegrams, entertainment—"

While the list was still incomplete, Snowden broke in, saying, "Oh, piffle! What's that got to do with me. I don't have any stenographer and my wife does the bookkeeping, and I'm my own manager, and nothing is ever stolen. I don't see—"

"That's just it, Snowden—you don't see. One of the reasons we're in this meeting is to make you see." Davis was very earnest now. "I want to put across one big idea. A long time ago you spoke to me about 'trusts,' and claimed that the trusts were ruining the country by raising prices. Now,

as a matter of fact, the *man who is doing the most harm to this country is the man who doesn't know what it costs him to do business!* He ruins himself and his competitors by *lowering* prices. Because you don't know your costs, you are doing business at no profit or at a loss. You are compelling Abbott and others who *do* know their costs to either take jobs at no profit or at a loss. When you came here to this meeting you thought we were going to try to 'put something over.' We are—we're going to *make* you do business at a profit or we're going to make it next to impossible for you to do business at all."

There was a tense silence for several minutes. It doesn't pay to threaten men, and I felt that Davis was jeopardizing his plan by assuming to dictate.

"This is funny kind o' talk," said Snowden. "Show me *how* to make more money and I'll make it. If I figure low, it's because I have to meet prices like Richards, here, makes. He does jobs for nothing—just for nothing at all. Look at them figures of his. He's ten dollars under me, and I'm right down to bed rock."

"Pardon me, Snowden," interrupted Abbott, "but I am down to bed rock, and you've cut under me twenty-nine



"There was one interesting development: when these fellows saw how easy it was to get business at a profit, they started a scheme to fix prices. Co-operation, like anything else, can be overdone."

dollars. I claim, and Mr. Davis agrees, that my price is right. You cut way under this *right* price—Richards cuts under your price—and I suppose some Chinaman, if he knew the trade, could come along and cut under Richards. Then nobody would be making any money—except, maybe, the Chink."

"What's the proposition? You want us to fix up a price schedule?" Snowden began to see visions of becoming party to a trust himself.

"Not on your life!" replied Davis, promptly. "It's against the law and it's not good business. Price-fixing means that you gouge the public for all that the traffic will bear, and the result is that nobody hires any work done, except what's absolutely necessary. Forget that thought about price-fixing."

"But here's what we *will* do—we'll establish a standard form of keeping accounts. We'll fix it so you fellows will *know* what it costs you to do business. When you *know* your costs, none of you is going to be so foolish as to do business at a loss."

"I ain't interested," said Richards. "I got to work hard all day, and I got no time for any fancy bookkeeping at night."

"Very well, Dick, have it your own way," Davis was smiling grimly. "But here is a little fact: Our boys are going out to get a big bunch of house-wiring business this month and next. We're going to hand that business on a silver platter to the contractors who *know what it costs them to do business*. That's the only condition of sharing in the co-operation—just *know* what it costs you to do business. You're no fool, Dick. When you know the *truth* about your costs, we can depend upon you to ask prices that will carry a profit. So long as you *don't* know the truth about your costs, and don't care to find out, you're a menace to us and to all the other contractors in town. You're bound to fail sooner or later, and in the meantime you'll lead a dog's life and make your wife drudge sixteen hours a day. Is that your idea of business success?"

"Now, take this little job we all figured out together. You lost money on it."

"Well, I didn't exactly lose, even if I didn't make. Anyway, I kept busy."

"Yis," spoke up Micky, "an' so does a one-armed man wit' fleas keep busy—but it don't git him nothin'."

"But I don't know *how* to keep books in this here new-fangled way."

Davis grabbed Richards by the hand. "Dick, old boy, I'm for you. It took nerve to admit that you didn't know how. Now we can get together, for a part of my proposition is to hire extra bookkeepers to help out any of you fellows who will get into the know-your-costs band wagon."

"Nuthin' doin'," said Micky. "I've already wished that there job onto meself."

"Who'll help me?" asked Snowden. "I ain't so certain sure that I can work this scheme alone, neither."

"Better hire me," answered Lenox. "I once slung ink around in a bank."

* * *

IT was a month later that I received a letter from Davis.

"The wiring campaign is going big," he wrote. "That was a great little scheme of ours—black-jacking the contractors into keeping *real* cost accounts instead of running their

business by guesswork. Combined with the selling co-operation we are able to give them, it has developed better than I expected, for the volume of business has cut their overhead way down and so they are able to do a considerable amount of real advertising."

"There was one interesting development: when these fellows saw how easy it was to get business at a profit, they started a scheme to fix prices. Co-operation, like anything else, can be overdone. I threatened to start a wiring department of my own if they tried to fix prices, and I pointed out that if I did so, and if I cut prices on them, they would all be back in the same old place as before. That stopped 'em. They have tasted the sweets of clean business—business based on accurate knowledge of costs—and none of them ever wants to get back to the blind, price-slashing, bitter conditions of the old days."

THE LETTER THAT SHOOK HANDS

"WHY ARE YOU going to throw the Electric Products Company down, Jim?"

The junior partner of Davis & Carl, electrical contractors and retailers, looked inquiringly at his associate.

"I'll tell you, Ed," he replied, "I feel that they are not really interested in our trade. They are not co-operating. They don't seem to care whether they keep their friends or not. Why, you remember last month they sent us a form letter asking us to get pictures of E. P. apparatus on the job. Well, I took half a day from the office and snapped a lot of motor installations, had them finished and then sent them in. To-day I received one of their correspondence corpses which 'begged to advise' that our pictures had been received. It stated further that 'this will serve to express our thanks.' It was signed 'yours truly' of course with a nice imitation by the head office boy of what the sales manager's signature used to be when he really signed letters. That's the co-operation we get after going out of our way to boost their stuff. It makes me sore."

"I get you, Jim, and what's the use of putting up with it? Let's take on the Sellmore line. Their men come in here every two weeks right along even when they know we handle the E. P. stuff. They seem like live fellows."

"I was going to suggest that. I'll write both companies to-night."

"We had the right dope, Jim. Read these two letters and tell me what you think about 'em." This

was two mornings later. The first was from the Electric Products Company and read as follows:

DAVIS & CARL,
Pepton, N. Y.
Gentlemen:

Your letter of the 10th received and contents noted. If at any time in the future you desire to again handle our line we shall be pleased to be of service to you.

Yours truly,
ELECTRIC PRODUCTS COMPANY.

"Huh!" grunted Carl. "Don't even say they're sorry to lose our trade. Sort of hate themselves, don't they? 'Pleased to be of service!' Sounds as if the sales manager gave our letter to some kid and told him to reply with form No. 698-A, designed especially for such cases."

The second letter was different, and the junior partner smiled as he read:

DAVIS & CARL,
Pepton, N. Y.
Dear Mr. Davis:

Your good letter of the 10th just got to my desk and I'm mighty glad we are going to be traveling on the same road from now on. You'll find Sellmore goods pleasant to handle and Sellmore men pleasant to deal with, and I'm going to hold myself personally responsible for your complete satisfaction.

Cordially yours,
W. D. HEDWORK, Sales Booster.

Carl grinned with an advance installment of that complete satisfaction.

"That letter doesn't pretend to be written by a high official," he approved, "and they give us a real name we can think about as being connected with a human being. That makes me feel as though they wanted us, and why, say Jim, that letter *shakes hands!*"

MAKING THE DEALER'S STORE "MORE HUMAN"

Why People Call Ours "the Most Interesting Shop in Cleveland" and How This Element of Human Interest Has Contributed to the Surprising Success of Our Retail Store in the Fourteen Months It Has Been Open

By J. S. NEWMAN
President Electro-Set Company

A GREAT many people have asked us during the past few months how, in the short space of one year, we have succeeded in opening up a retail electrical store and making it instantly popular and successful. The answer is very simple: Our business has succeeded because *we have made it human!*

There is nothing quite so attractive to human beings as human things. Everyone admires an upright, good-looking, aggressive and interesting man; so, also, are folks attracted by a human interest business—a straight, clean aggressive business.

Therefore, I repeat, knowing these things to be true, we planned our retail store accordingly.

We made it human.

Consider these facts, as we considered them: A successful man has an attractive face. Also it is reasonably true that clothes make the man, at

least so far as first impressions are concerned. Further, a popular man must be interesting, honest, aggressive and courteous.

Now, the *face* of a store is its show window; the *attire* of a store is its fixtures; the *honor* of a store is its merchandise and business integrity; the *aggressiveness* of a store is represented by its advertising; the *courtesy* of a store is maintained by its salespeople.

Without each of these characteristics a store is not humanly interesting or attractive.

* * *

WE selected, for our electrical shop, a small but neat little store on East Sixth Street in Cleveland. This street is in the very heart of the business district. As the rentals are high and, as our store is scarcely 14 ft. by 36 ft. in size, we,

therefore, determined upon intensive cultivation of small space. Every inch of room is utilized.

HOW WE USE OUR SPACE

The entire left wall of our store is furnished with the latest style wall display cases, glass inclosed, with sliding doors and adjustable shelving. The rear wall is equipped with shelving for showing portable lamps. These lamps are kept lighted at all times, thus making the rear of the store attractive. The right wall is lined with stock shelving for small goods. On the right side are arranged a selling counter with stock drawers, and two all-glass showcases.

In the center of the store are two display tables, with stock shelves below, and another long table just back of the show window.

Our cases and tables are constantly arrayed with bright, sparkling mer-



"As rentals are high and as our store measures scarcely 14 ft. by 36 ft. in size, we determined upon intensive cultivation of small space. Every inch of room is utilized"

chandise. Thus the appearance of the store is attractive to the customer, immediately upon entering the door. The first impression has thus been stamped in the customer's mind, and we have seen to it that this impression is a good one.

THE STOCK BALCONY

One of the most attractive parts of our store is its balcony. It became necessary, soon after our opening, to provide more room for stock. We objected to the old type of stock balcony—in fact, we disliked the thought of any balcony, because we feared it would make our already small store look smaller. However, there was no way out of it, so we proceeded to plan one that would be both useful and ornamental.

This we succeeded in doing. Our balcony extends from the front of one side of the store clear around the back and to the front of the other side. The lines are entirely curved. A railing surrounds all, and the curved contour of the balcony floor is finished with a row of decorative lamps outlining the entire edge. This makes an extremely pleasing appearance, and at the same time permits of the storage of a large amount of reserve stock within instant reach. Besides this stockroom we have a basement room, and part of our wholesale rooms are located on the third floor of the building.

ABOUT OUR WINDOW AND HOW WE USE IT

There are two ways to gain new customers. One is to advertise for them, and another is to attract them to the store by its window display.

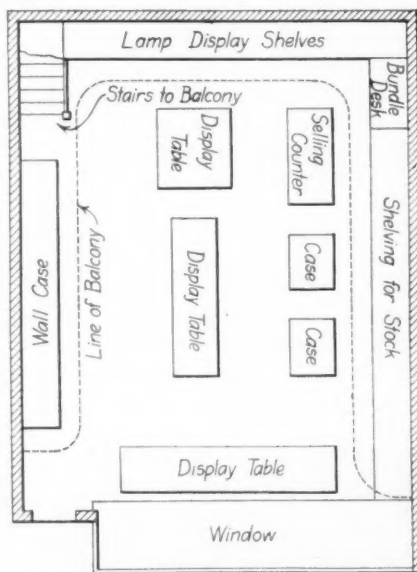
We believe our window space is invaluable and we use it accordingly. Scarcely ever will you pass our store without seeing a number of people examining the goods on display. In fact, our window, I should say, represents 60 per cent of our success.

Right here I want to comment upon electrical windows in general. I have noticed so many poor electrical windows, and I have come to realize so keenly the acute need for attractive displays that I marvel how any electrical store proprietor can tolerate poor, dirty windows. And yet there are so many bad ones! I believe electrical windows, as a rule, are proverbially bad.

Thus, I notice John Jones' window

in Anytown is attired with a few fly-bitten bulbs, a soiled switch plate or two, a dull, dusty electric iron and several flashlights in disreputable array. Why, in the name of heaven, does John Jones allow it? He pays rental to locate his store where people pass by; he washes and shaves his own face so as to appear reasonably prosperous; but he allows the face of his store to gaze out upon the passing public like that of a dirty, careless street urchin.

Consider how attractive electrical devices are in appearance and how interesting electrical things are to the public. With scarcely an effort, the smallest electrical business can cause



"One of the most attractive features of our store is its balcony, which extends clear around the sides and back of the room"

passers-by to stop and look. Theoretically, everyone admits the point, but how few really practise it!

We realized from the first that we were paying our high rental for our location—not for our store.

The traffic count determined this rental, and the window of our store was the agency by which that traffic would learn about our wares.

So we determined to make the most of it. Our window is the most important part of our selling scheme and we exert a great deal of thought in planning its display.

Thousands of people cross the street when they are opposite our store to see our latest display. We make our window *fascinating, attractive, irresistible*.

In order to facilitate the best kind

of window trimming we purchased good window fixtures. Our equipment consists of special window dividers, all sizes of standards, round and square glass shelves, etc.

The window is entirely inclosed in back with a glass wall—so that the display is kept clean and dust-free. Of course, it is equipped with Mazda C bulbs and is the brightest spot on the street at night. A time-switch turns off the lights at 11.30 p. m. We find that it pays to keep the store front bright during the evenings, as the theater crowds and others thus carry the impression of our window display home with them.

Remember, too, that our window front is small—this being all the more reason why we have cultivated it so carefully. It does the work of two ordinary windows. And does it pay—all this trouble? I can only make the answer strong enough by saying, "You bet it does!"

One more thing in connection with windows: We seldom put in a display of only one type of goods. We find that such displays are never as attractive to passers-by as are those of a more general nature.

THE CASE OF WILLIAM SMITH

Variety is the spice of life—in stores as well as in men—and so we humanize our windows still further by making our displays represent more than one line of merchandise. For instance, if William Smith, passing by the window simply sees heating pads, and if the said William's mind is as far away from heating pads as is the proverbial Esquimo's from the proverbial pajamas, the said William isn't attracted, at all. But if William Smith sees a variety of electrical goods, cleverly arranged, he thinks, as he passes, that perhaps there may be something in such an attractive and bright display to interest him. In fact, *everyone* is interested in electrical goods. There still remains to the lay public the keen fascination that folks have for the wonderful and, to them, the unexplainable electrical things.

After William Smith stops in front of our window he usually stays to give it the "once-over." He can't help it. He leans over to see that new type of bulb—he stoops down to examine that special lot of flashlights—he reads the sign on that mysterious-looking wireless instrument—he stands on tiptoe to look into the box

containing a set of experimental instruments.

And at last he notices a neat-looking little portable lamp and *there's* where we get William Smith.

You see what I mean? It's true that there are arguments for devoting window space to one thing at a time. But in my opinion the appeal of such displays is too narrow. You miss too many people. This theory applies to our particular type of business—a retail electrical business designed for the buying public. Of course, we do not pile percolators into a section with jack knives, or heating pads with toy motors. Our window is usually divided into three sections, each one with varieties of well-combined merchandise displayed. We devote one section to heating appliances, one to electrical novelties, toys, flashlights and goods of interest to boys, and one section to lamps, wiring needs, etc.

I devote so much space to our window methods because, as I mentioned before, our window brings us our biggest direct-sales results. And scarcely a day goes by that people don't comment on our splendidly attractive, live, business-bringing displays. The face of our human store has served its purpose by virtue of the beauty treatment it has received. We've developed on this face not the widely advertised "skin you love to touch," but we've certainly attained "the window you like to see."

Perhaps I've been rambling a little in my purpose to explain our success. Forgive me if I've spent too much time on our hobby—the window. But there only remains a little more to tell.

I want to explain another big feature of our business. Again I'll resort to the analogy of our human example, and I know that no one will contradict me when I say that it's a great thing to retain youth.

Ponce de Leon, in his search for the fountain of perpetual springtime of life, always has and always will have many sympathizers.

The Electro-set Company serves the purpose by making a wide appeal to the young folks. Not only has this proved immensely profitable but it also has good indirect effect upon the public. The public is as much interested in our large line of educational electrical toys and novelties as are the youngsters themselves. We therefore have developed a fine trade in experimental needs for embryo Edi-

sons, in wireless telegraph goods, toy trains, electrical toys, motors and novelties. Recently we've expanded into carrying all manner of educational and experimental toys and devices such as structural building sets, tool chests, pocket knives and raw materials for making and doing electrical things.

Our large mail-order department always handled the above line of goods, and of course we are well known all over the country for the electrical toys which we ourselves manufacture. But our recent introduction of the complete line into our retail store has interested the public and increased our business.

OUR POLICY RESPECTING FRIEND PUBLIC

I might say that the Electro-set Company hasn't a single retail enemy in the city. We can't afford enemies. We spend any reasonable amount of money to make adjustments even if the customers' demands are unreasonable. It's good policy in the first place and cheap advertising in the second.

We tolerate nothing but the most studious courtesy on the part of our sales force. This policy has kept our trade and has made our customers like us.

Now, perhaps, you can understand why we have grown—why we are called "the most interesting store in Cleveland"—and why the public favors us. It's simply because we've

standardized and practised the old, old principles of good business. We've humanized our store; we've kept it clean and attractive! we've advertised it and we haven't stuck in the rut of old methods nor have we too closely stayed in the narrow confines of the classical electric lamp, fixtures and appliances. We've made our appeal broad. We've given the public what it has a right to expect—good merchandise, well displayed in pleasing variety, courtesy, honesty, and a human-interest store.

To Show the Low Cost of Electricity

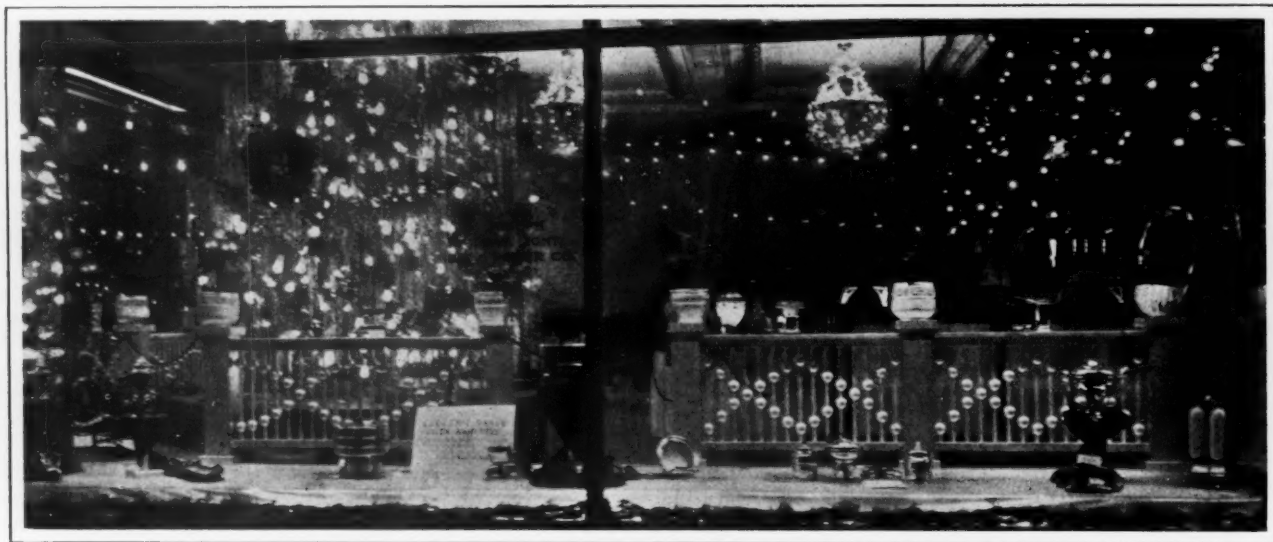
If there is a high-cost-of-living agitation in your town, try this window display:

Take an 8-cp. carbon lamp and a 60-watt Mazda lamp and display them side by side, with the following card of explanation: "The first electric incandescent lamp consumed 60 watts of electricity and gave 8 cp. of light. The modern Mazda lamp consumes 60 watts and gives 56 cp. of light."

With the above as the basis, various items can be added to the display—articles of clothing, food, etc.—with appropriate cards showing how costs of every article of common use have risen in price while electric service has been reduced. If clothing is used, it will add to the effect to show old-fashioned garments in comparison with those of latest cut.



An upstairs stockroom has been pressed into service so that the retail sales room may be the more intensively devoted to the purposes for which it is designed



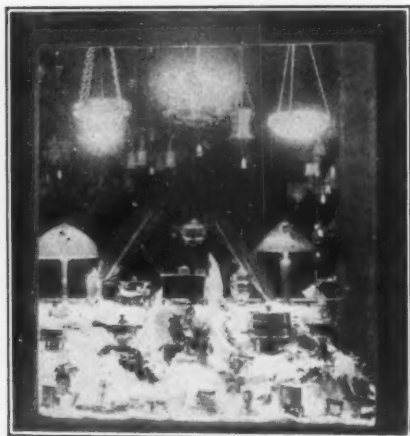
The Christmas shopping crowd throngs the streets in search of ideas—new suggestions. Build up your window display with this clear purpose in mind and it will sell goods for you. Instill the atmosphere of Christmas.

Some Live Christmas Suggestions

Ready-to-Use Ideas, in Pictures and Paragraphs, to Swell Your Holiday Profits—
Decide Now What You Will Do, for Remember Christmas Shopping
Begins Right After the Thanksgiving Dinner—Don't Delay

1. Make Your Store Look Christmas-y.—The first and most important thing to do is to give your store the atmosphere of Christmas, make it look Christmas-y, as though you had no thought but of the Christmas spirit, and to offer suggestions to the shopper. For they who buy respond to the stimulus of holly, mistletoe, fir trees, and the riot of Christmas bells and festoons. Spare no effort to outdo the other merchants.

2. Store and Window Displays.—



Cotton batting and mica dust, if cleverly used, will give the "feel" of snow and strengthen the season's flavor in your decorations. This window was most striking, though the reproduction loses the fine points of the effect.

There is unlimited opportunity for effective work in the arrangement of your store and window displays. Eye-catching features are invaluable in a Christmas window, for the crowd throngs by, intent on finding new suggestions and must be spoken to quickly. The Christmas tree, the Santa Claus actor, the chimney-place scene, the snow scene, and similar typical Christmas displays are as old as all of us, but it is of the nature of Christmas that the old familiar thoughts appeal the most. Have some such strong attraction in your window and a feature of your store display, but remember that it must be applied. Make it show your goods. If possible, there should be motion in the window. Show the appliance in action wherever possible.

3. Outdoor Christmas Trees.—Nothing is more attractive than the outdoor Christmas tree. Erect a tree in one or more prominent parks. Trim them up with multicolored lamps and a Merry Christmas sign. Place smaller trees on prominent corners in the shopping district. Advertise these with a plea for safer trees at home equipped with electric lights.

4. Dress the Goods for Christmas.—Every appliance you sell should be dressed for Christmas in holly paper

or holly box, and tied up with a holly tape. Provide "Merry Christmas" cards for customers to write on and inclose with gifts to be delivered directly to the recipient.

5. Use Store Cards Plentifully.—Mark all your goods with cards that explain not only price but what the appliance is and how it works. This will save many questions and make the selling easier and faster. Every card should have some bit of Christmas decoration on it.

6. Loan Tree Lights to Churches.—Write a personal letter to the clergyman of every church and to the Sunday-school superintendents, offering to loan them complete equipment of



There are a hundred and one ways to advertise at Christmas time. In Toledo last year this street car flashed its message into everybody's eyes day after day.



Festoons of Christmas greens are most effective in any type of store or display room. Your appliance merchandise takes on a new character when everybody's mind seeks gift suggestions.

Christmas tree celebrations. Explain the fire risk where candles are used and urge the church officials to accept the lights, requesting that they announce to their congregation the Sunday previous that electric tree lights will be used this year to make the tree absolutely safe. Do this about two weeks before Christmas and then advertise it in the local papers.

7. *Offer Deferred Payments.*—Offer deferred payments on gift articles purchased during the Christmas shopping weeks, bill to be rendered on Jan. 15. This will attract many purchasers and in many cases they will

buy more heavily of electric gifts because of this accommodation.

8. *Send Gifts on Approval.*—In cases where inquiries have been received or salesmen have discussed a certain gift appliance with a customer, wrap one up in holly trimmings and deliver it to the prospect on approval, as a gift suggestion. Inclose literature describing other appliances and the easy payment plan.

9. *Make an Exchange Offer.*—In each box containing a Christmas gift inclose a printed card stating that if the gift is not found desirable in every way it may be brought back and exchanged for equal value in any other appliance.

10. *Customer's Christmas Discount.*—Central stations can profitably offer to their regular customers a special discount of Christmas appliances to be used in their own homes.

11. *Telephone Suggestions.*—During the last week of Christmas shopping call up a dozen or more homes on the telephone each morning directly after breakfast time, and suggest that in the rush of buying the shopper may not have called at the Electric Shop. Explain your deferred-payment offer and the Christmas discount to customers, and suggest a few of your more popular gift appliances. Make a definite appointment and ask the customer to ask for a definite salesperson when she calls.

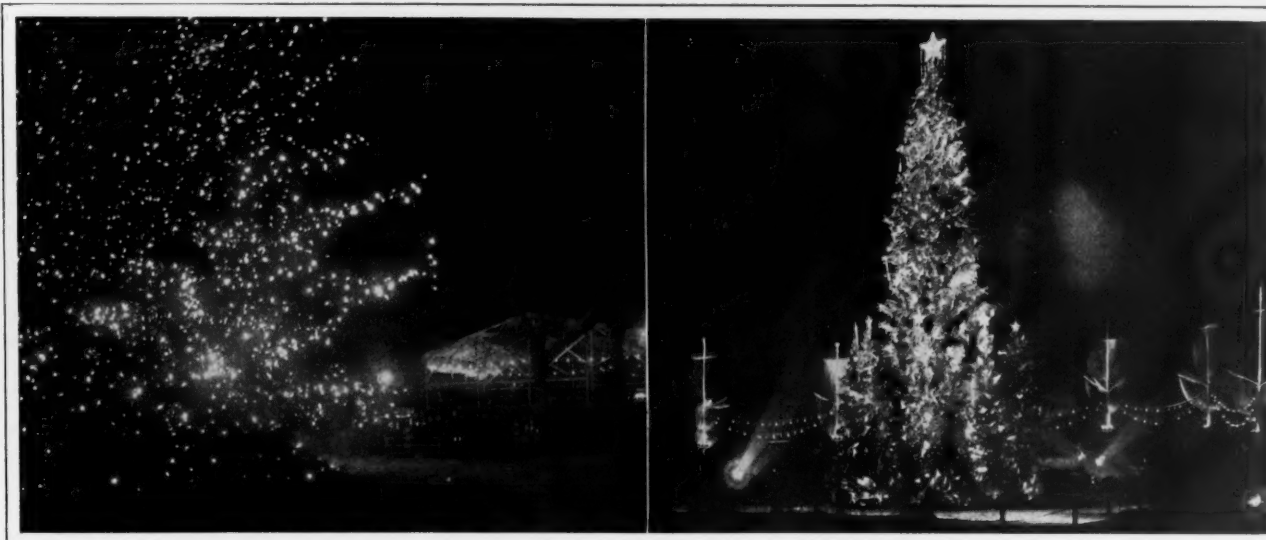
12. *Confidential Canvass to Men.*—Make a thorough canvass of the business men. Have a salesman call on each one at his office and suggest a sweeper, or a washing machine, a



There is nothing like a glittering tree to fill your store with the spirit of Christmas and win a quick response from the eager shopper.

fireless cooker or a range as an appropriate gift of rest and comfort for his wife or mother or sister or married daughter. Offer to bring around a suitcase full of samples of the smaller appliances in case he can't find time to come around to the store. Offer to make delivery on Christmas Eve. Men put off their shopping till the last minute, and will often buy a group of appliances for different relations, to get the job done.

13. *Housewiring as a Gift.*—To those whose houses are not wired suggest the installation of electric service as the best gift to the entire household.



Two types of outdoor Christmas trees—one decked in multi-colored lights, the other gay with Christmas balls and tinsel and floodlighted from concealed projectors. A wonderfully appealing bit of holiday publicity for any central station.

When You Show the Woman How

The Importance of the Demonstrating Habit
—How It Centers in the Prospect's Home

By W. E. BAYARD



IN A WAY the demonstration of an electrical appliance is about the easiest step in the making of a sale. You simply show the woman how to use it. And yet there is a question as to when this demonstration should be made, and where, and how.

In the first place every salesman should remember that the prospect—every man and woman in the world—is curious. We humans want to see new things. We love to watch the wheels go round. We like to find out how the new contraption works. And so we usually are glad to see a demonstration of almost anything, although we may be confident that we will never wish to buy. It is no trick, therefore, to find the opportunity to demonstrate; but rather to remember what the purpose of the demonstration is, to follow through and make the sale.

THE FIRST STEP IN THE SALE

Actually the demonstration is the first direct step toward a sale. The more demonstrations that are made, the more sales you have started. The first essential in a salesman, therefore, is the demonstrating habit—the habit of showing “something else” to every possible customer he comes in contact with, of making sure that every prospect thoroughly understands the many points of interest and appeal before he brings the issue to decision. No woman who enters your store should be allowed to get away without at least an effort to demonstrate to her some other appliance that is not yet in service in her home.

And it is not enough to ask if she would “like to look at something else.” That’s not the spirit. When a sale is made or a question answered, and the caller is about to leave, then is the time when the positive statement—“Just a minute, I want to show you the new Sweep-Easy cleaner”—will

hold the prospect eight times out of ten, and plant an active interest that will bring a sale, if not immediately, then later on.

WHERE THE WORK MUST CENTER

But if the demonstration is essential in the store, it is of even greater value and importance in the selling of appliances to the home. People who have visited the electric shop have shown at least an interest in the principle of Doing It Electrically, and in the store have been impressed somewhat by the array of labor-saving and comfort-bringing appliances. The woman who has never held a toaster in her own hands, however, who has never really recognized that these things offer something to her household, is apt to be a skeptic. It will only be through actual demonstrations that her interest will be won.

The man who calls on her to sell appliances must either carry one along and show her—in her own home—how it works, or find a way to lure her to the office, or the home of some friend who is using the device, or to some other place of demonstration.

These special demonstrations in the salesroom, or the hired hall or store so often made the feature of a campaign, are of proved benefit. By special advertising, cooking contests, premiums, or entertainment offers they attract great numbers of prospective buyers and spread wide the interest in and market for all kinds of modern electric methods. But, of course, the big bulk of the selling will be done right to the woman in her home and the real problem of demonstrating is centered there.

There have been many cases where central stations have proceeded to carry the display room to the customer by arranging a tent display for demonstrating to the different neighborhoods, or an exhibit on a truck which can be stopped before the prospect's door. All such efforts are productive and can be recommended heartily, but nevertheless the big bulk of the business will be brought to life through actual selling by a good man who goes out and hunts for orders—

house to house, and even as he goes, keeps on demonstrating. How shall it be done?

THE SMALL DEVICES AND THE LARGE

In selling small appliances he naturally will take with him a sample of the device that is the feature of the campaign, as a toaster, and in every house he goes to he will connect it up and toast a slice or two of bread or heat a baby's bottle. When he finds an opportunity to sell some other article he will call back with it and demonstrate that also.

Most of his merchandise is small and can be carried, but the washers and the ovens and the ranges cannot, and in selling these he must do one of two things, either by his argument and photograph awaken interest enough to bring the prospect to the salesroom, or arrange for the delivery of a demonstration appliance to be connected up and left on trial. Few will be sold without such a trial. And when the washer or the range is sent out to the customer's house, experience has shown that a woman is a better demonstrator than a man.

IN CINCINNATI AND DALLAS

In Cincinnati, the salesman arranges for the delivery of the washing machine, but Ella Johnson, a colored washwoman, calls on the Monday morning following and does the family washing—the most practical and convincing demonstration possible. In Dallas, Tex., and other cities served by the Texas Power & Light Company, women trained in domestic science and often connected with that department in the local school, go out and show the prospect the advantages of electric cooking.

The purpose is to win the housewife's confidence in the electric method. She realizes that if a colored woman can wash by electricity, it surely must be simple, safe and practical. She knows that what a woman says about a range is probably so, not just a man's idea of it.

The thing to do, therefore, in every case is just to make the prospect understand. For the art of demonstrating is not a science or a trick. It is the simplest act of showing the woman how, of winning her interest by your enthusiasm, and her confidence by your ability to make the appliance do the work before her eyes—the first direct step in the sale.

HOW TO GET AN IDEA AND WHAT TO DO WITH IT

Practical Suggestions on Show-Window Arrangement

By A. J. EDGELL

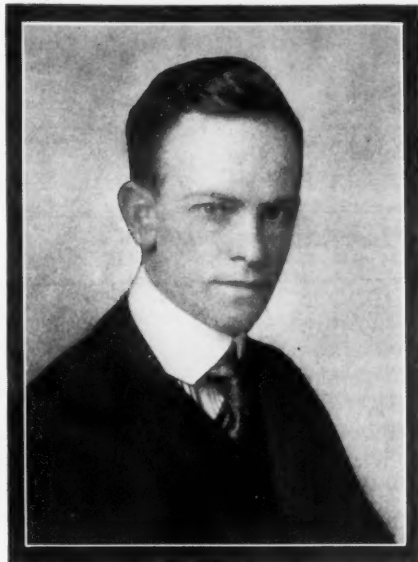
IN driving a nail, the first requisite is to get your eye on the nail. A lot of bruised thumbs have resulted from the neglect of this basic principle. Similarly, in erecting a window display, the first requisite is to get your mind's eye centered upon the intended display. To attempt the job haphazard, with only a vague notion of what you expect to accomplish, is reasonably certain to result in disappointment.

Getting an idea is largely a matter of addition and subtraction. One must start with a single item of merchandise or a single basic scheme of display and then build up, utilizing such accessories and additional merchandise as will contribute to the desired effect, removing any which seems to smother or detract from the main scheme or idea. Let us take a practical example, and see how an expert display man works.

The obvious thing at this season would be to cite as our example a Christmas window. But we do not desire to tell you *what* to do this month: we are attempting to show you *how* to develop an idea *any* month. So we move the calendar along a half year and select, say, the month of June. In June the newspapers are full of wedding announcements, so the good old reliable scheme of a June bride comes instantly to mind.

The first step is to take a piece of cross-section paper and make an outline of the window to scale.

Now in casting about for a representation of the bride, which is to be the central figure, it is found that a standard life-sized department store manikin cannot be secured, so it is necessary to make shift with something else. The use of dolls is a good second thought: they are always interesting to children and amusing to grown-ups. Using dolls, however, means that the window must be done in miniature and that the display must be built in such manner that the full-sized appliances will not "kill" the June bride idea.



MR. EDGELL, who is well known among merchandising men as an authority on window display, is in charge of the Display Service Bureau of the Society for Electrical Development, New York City. He was president of the International Association of Display Men, 1915-1916, and of the Greater New York Display Men's Association, 1914-1915. Among other prizes for his work in window display design Mr. Edgell won the \$1,000 first prize in the Rice Leaders of the World Idea Contest, in which there were 25,000 contestants. He has also acted as judge in a number of important contests in the electrical and general fields.

In considering this point, it will be recalled that a number of manufacturers have made up miniature electrical appliances—the Hughes range, the Federal washing machine, the Frantz Premier cleaner, the American

Beauty flatiron, among other items. How can these be utilized?

A trip to the near-by department store toy section is taken in hope of inspiration. There one sees a complete child's kitchen equipped in the old-fashioned way—miniature coal stove, broom, washtub and rubbing board, sad iron. There's the idea!—to make a "before and after" display, using dolls and miniature equipment—on the one side an electrical kitchen; on the other side, an old-fashioned kitchen. But that seems to be getting away from the June bride scheme with which the display was started. How to get back to the original idea? It occurs that one might use a big card reading, "Which will *your* bride choose?" but that is pretty weak. Let's see—Ah, we have it! A church door in the center with the bride and groom emerging from the ceremony; two paths leading down, one to the old-fashioned kitchen, the other to the electrical kitchen; in the electrical kitchen, a neat maid in cap and apron waiting for her newly-wed mistress; in the old-fashioned kitchen, a frumpy "kitchen mechanic." Now, let's see how this will look on paper. We will sketch it as shown in Fig. 1.

Not so bad, as it is seen in the sketch, but it is still incomplete. The electrical merchant is selling real electrical appliances, not dolls or "play" appliances; therefore it is necessary to get real goods prominently in the window, but it must be done without killing the June bride idea.

Right here is a good place to emphasize one important point in window display design: Never let the attraction feature in a window overshadow the main purpose of the display—which is to sell goods. No matter how clever a window may be, no matter how big a crowd it attracts, if the display does not increase the merchandise sales it is worth little. On the other hand, many a good display idea is killed by trying to sell everything in the shop. One must be careful not to smother



Fig. 1—Two paths lead from the church door, one to an old-fashioned kitchen and the other to a modern electrical kitchen, the delight of any bride's heart

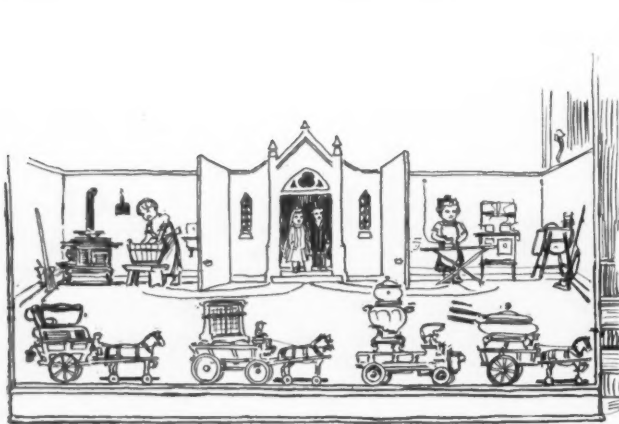


Fig. 2—A number of toy trucks, each loaded with an appliance, serves to develop the roadway effect across the front of the window

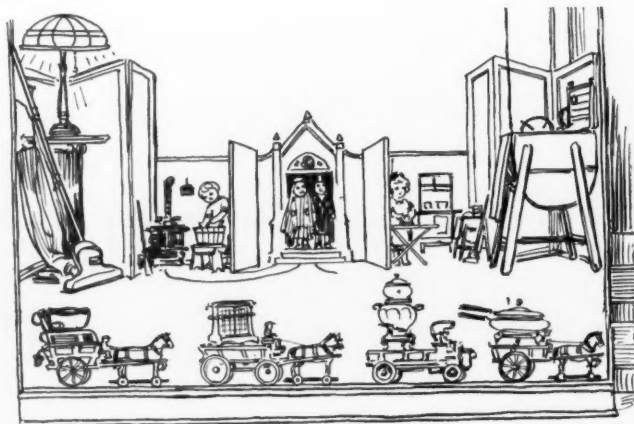


Fig. 3—The addition of a lamp, a vacuum cleaner and a washing-machine to the sides of the window space complete the display

the attraction feature under a "job lot" of miscellaneous merchandise. With this thought in mind, let us see how best one can get the actual goods into the miniature June bride window.

A little study of the sketch shows one real possibility, which is to secure a number of miniature horses and trucks and load the big appliances on them—one appliance in each vehicle. This necessitates developing a roadway effect across the front of the window, but that is an improvement after all as will be seen when the addition is made in the drawing. (See Fig. 2.)

Looking this window over carefully, there appears one serious fault—there is no chance to display a washing machine, a suction sweeper or a large portable lamp, for plainly these appliances will not go on the tiny "play" trucks selected for the smaller appliances, such as flat irons and toasters. There is only one thing to do, and that is to panel off the window and set the larger appliances on display in small sections on either side of the main attraction. The lamp can be placed upon a pedestal, with the sweeper near by: the washer will go on the other side section. This requires a redrawing of the whole design, but it is just this willingness to take pains and do the preliminary work over two or three or even a dozen times that makes the difference between a window that wins and one that merely "gets by."

The finished sketch is shown in Fig. 3.

Ideas for window trims can be found everywhere, and these ideas can be developed into practical displays by anyone who has the patience and de-

termination to work them out. The above example is characteristic. It shows how one can proceed, step by step, from the first rough scheme to the finished design.

What is sometimes called originality in design is a myth. Nobody ever gets a wholly original idea, and the sane and successful man does not try for such. He is content to pick up a hint here, a suggestion there, and adapt them to his needs. Thus in the

window we have here designed the June bride idea is not new, the use of dolls is not new, the "before and after" idea is not new, the use of toy horses and wagons to hold the appliances is not new. The whole window, from inception to completion, is simply the adaption of old ideas, but the finished design has elements of freshness, interest, seasonableness and salesmanship.

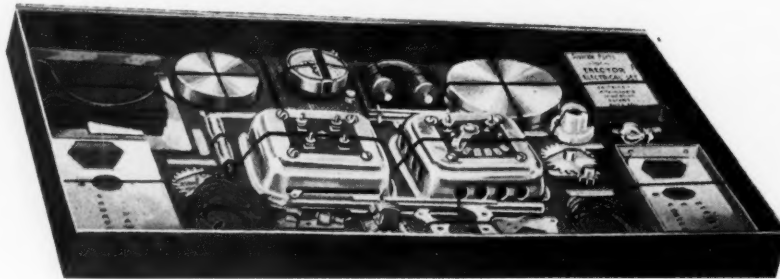
That is what makes a window "pull."

A Boys' Course in Electrical Toy Engineering

The boy of to-day need no longer wait till he enters high school or college to get a sound understanding of the fundamentals of electricity and even elementary engineering. The modern toy makers have provided him with working models of most all of the mechanisms of the workaday engineering world, and now comes a toy manufacturer with a regular course of instruction in electrical toy engineering, so that the juvenile Edison or Westinghouse may understand and devise for himself new experiments.

The course covers static and current electricity, and electromagnetic induction, and more than 100 experi-

ments are outlined to guide the young experimenter. A. C. Gilbert, a graduate of Yale University, and Dr. Hugo Klagsbrunn of the University of Vienna, prepared the course, which is designed for study and use with the "Erector" electrical set made by the A. C. Gilbert Company of New Haven, Conn., a combination of electrical parts which may be combined to perform various experiments. The set, which is marketed by the Supplee-Biddle Hardware Company, Philadelphia, includes an electrophorous, a compass, an electromagnet, a motor base, frame and parts, lamp and socket, wire, etc.



Set of Toy Parts for Building Electrical Devices and Performing Experiments Described in Boy's Course in Electricity

Estimating and Selling a Hotel Job

How the Electrical Contractor Who Cut Neither the Architect's Specifications Nor His Own Price, Got the Contract

By J. W. HOOLEY

Chief Estimator for a Large New York Electrical Contracting Firm

GEORGE ADAMSON was an electrical contractor who had a reputation for doing only first-class work, and, incidentally, for charging first-class prices for that work. As he told his fellow-contractors, he made it a practice never to take a wiring job unless he saw a profit in proportion to the size and nature of the work.

One day in September George was awarded the electrical contract in connection with the town's new twelve-story Wellington Hotel. His fellow-contractors were plainly surprised at this turn of things. In the past it had always been a familiar story when they entered competition with him, for with his way of figuring "overhead expense," "profit," etc., he was very often "high man," and where price was the only consideration, the other fellow usually got the job.

Two things, however, George laid claim to, and on these points no one came forward to question him—he never lost a customer, and he would absolutely refuse to do a "cheap" job.

* * *

"George, tell us how you got the Wellington contract," urged a couple of his fellow-contractors one day when they saw him at the meeting of the contractors' association. "You know this is the first time in a coon's age that you beat us in competition, and we want to be let in on the secret."

"Oh, he had a letter from old man Wellington, who's putting up the money for the hotel company," ventured one of his competitors.

"Maybe he omitted the 'overhead' this time," suggested another.

"Well, boys," finally chimed in George, "you have all had your little say, and I guess the Wellington job is bothering you fellows more than it is me. Let me tell you, though, that we did not omit 'overhead,' or 'cut prices' or anything else. We simply figured the job for what it was—a high-class electrical installation, designed by an engineer who knew his business.

"Sometimes it surprises me to see you fellows going after every job as though it was the very last one to be had, and cutting prices on the contract in the hope that there will be a good many extras. And while you go way under cost on your first bid, you hope that you will be lucky and get plenty of extras, so that the prices you charge for this extra work will let you come out all right at the finish. As for the owner he pays the price, anyway, unless the job goes through on about the same plan as was laid out originally.

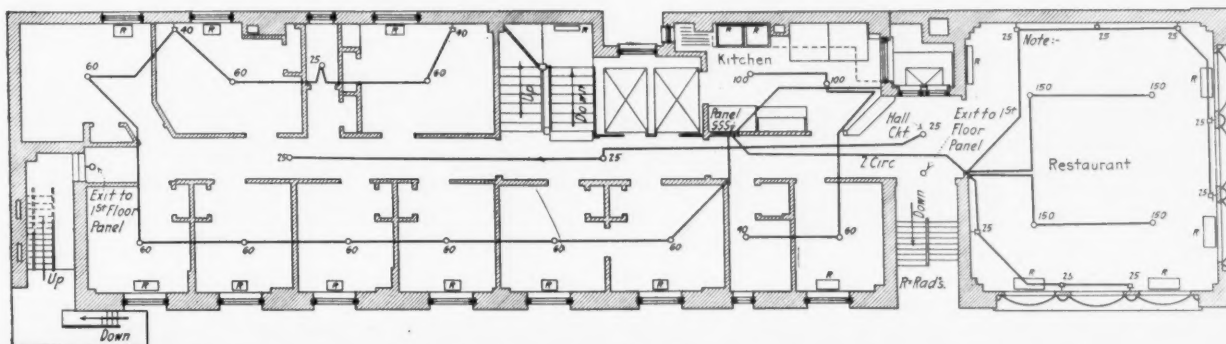
"You also know," continued George, "I have been a stickler for overhead expense and a fair profit, and if I cannot get this the job has no attraction for me. I am in this business to make money and not to donate any to owners, general contractors or other folks, as most of you have been doing in the past.

"While we are on this subject, I am going to give you a little heart-to-heart talk and show you just why you all failed to land this job, and why I beat you at your own game of sharp competition.



"We simply figured the job for what it was—a high-class electrical installation, designed by an engineer who knew his business."

"In the first place there is nothing I like so well as to get hold of a first-class set of plans and specifications, which thoroughly cover and describe the subject and reflect credit on the engineer who drew them up. Never, since I started in business, have I told an owner or prospective customer that Code wire was just as good as 30 per cent rubber insulation or that black pipe was as good as well-galvanized pipe, or that feeders and mains properly figured with a view to drop were



Wiring layout for one floor of hotel structure illustrated above, showing location of fixtures, panel boxes, etc.

ESTIMATE <i>R. S. Crow</i> <i>1/4"</i>											
Date <i>June 6 '15</i>		Sheet No. <i>1</i>		Est. No. <i>6057</i>							
Name <i>Hotel - 12 Story & Base</i>		ARCHITECT <i>J. Hunter</i>									
FLOOR	CEILING	SIDE	SW.	BASE	FLOOR	CKTS.	PANEL	1/2"	COND.	3/4"	
<i>Roof</i>	<i>13</i>	<i>9</i>	<i>7</i>	<i>2</i>							
<i>12</i>	<i>24</i>	<i>2</i>	<i>4</i>		<i>12</i>		<i>1</i>	<i>4</i>	<i>5.0</i>		
<i>11</i>	<i>24</i>	<i>2</i>	<i>4</i>					<i>4</i>	<i>5.0</i>		
<i>10</i>	<i>24</i>	<i>2</i>	<i>4</i>		<i>16</i>		<i>1</i>	<i>4</i>	<i>5.0</i>		
<i>9</i>	<i>24</i>	<i>2</i>	<i>4</i>					<i>4</i>	<i>5.0</i>		
<i>8</i>	<i>24</i>	<i>2</i>	<i>4</i>					<i>4</i>	<i>5.0</i>		
<i>7</i>	<i>24</i>	<i>2</i>	<i>4</i>		<i>16</i>		<i>1</i>	<i>4</i>	<i>5.0</i>		
<i>6</i>	<i>24</i>	<i>2</i>	<i>4</i>					<i>4</i>	<i>5.0</i>		
<i>5</i>	<i>24</i>	<i>2</i>	<i>4</i>					<i>4</i>	<i>5.0</i>		
<i>4</i>	<i>24</i>	<i>2</i>	<i>4</i>		<i>16</i>		<i>1</i>	<i>4</i>	<i>5.0</i>		
<i>3</i>	<i>24</i>	<i>2</i>	<i>4</i>					<i>4</i>	<i>5.0</i>		
<i>2</i>	<i>23</i>	<i>2</i>	<i>8</i>	<i>8</i>	<i>14</i>		<i>1</i>	<i>6</i>	<i>7.0</i>		
<i>1</i>	<i>23</i>	<i>5</i>	<i>12</i>	<i>8</i>	<i>8</i>		<i>1</i>	<i>7</i>	<i>0.0</i>		
<i>Base</i>	<i>14</i>	<i>3</i>	<i>11</i>	<i>8</i>	<i>14</i>		<i>1</i>	<i>6</i>	<i>7.0</i>		
ITEM	QUANTITY	DESCRIPTION				MATERIAL		LABOR			
<i>Gal</i>	<i>456</i>	<i>Outlet Boxes - 15 1/15</i>					<i>6825</i>		<i>6825</i>		
	<i>351</i>	<i>Fixture Studs - .05 1.05</i>					<i>1755</i>		<i>1755</i>		
<i>Gal</i>	<i>7000</i>	<i>ft 1/2" Conduit .05 1.05</i>					<i>3500</i>		<i>3500</i>		
	<i>700</i>	<i>1/2 L & B. .08 -</i>					<i>2700</i>				
<i>30%</i>	<i>8000</i>	<i>ft 1/4 Duplex .04 1.01</i>					<i>3200</i>		<i>8000</i>		
	<i>78</i>	<i>Switches Panel 78 1.05</i>					<i>6800</i>		<i>3900</i>		
	<i>26</i>	<i>Base Plugs 78 1.05</i>					<i>1960</i>		<i>1300</i>		
							<i>8608</i>		<i>5678</i>		

ESTIMATE											
Name <i>Hotel</i>		Sheet No. <i>2</i>		Est. No. <i>6057</i>							
ITEM	QUANTITY	DESCRIPTION		MATERIAL		LABOR					
	250	ft 2" Cond. .15 1.15			3750		3750				
	400	ft 1 1/2" " .12 1.10			4400		4400				
	200	ft 1" " .05 1.06			1060		1200				
	300	ft 3/4" " .06 1.05			1500		1500				
	6	2" Elbows .57			342						
	10	1 1/2" " .40			400						
	12	1" " .15			180						
	6	2" L & B. .20			120						
	15	1 1/2" " .15			225						
	10	1" " .10			100						
	50	3/4" " .05			250						
		allow Pipe Hangers & Supports			1500		1000				
	500	ft 4/0 RC .45 1.03			2250		1500				
	100	ft 1/0 " .30 1.03			300		900				
	1200	ft #2 " .20 1.02			2400		2400				
	200	ft #8 " .04 1.02			800		400				
	500	ft #10 " .03 1.01			1500		500				
	300	ft #12 Duplex .05 1.01			1500		900				
					6500		16500				

ESTIMATE											
Name <i>Hotel R. S. Crow</i>		Sheet No. <i>3</i>		Est. No. <i>6057</i>							
ITEM	QUANTITY	DESCRIPTION		MATERIAL		LABOR					
		Bell Signal System									
	1	165 Button Plates			7500		2500				
	165	Buggers & Mats.			8000		5000				
	1000	ft 3/4" Conduit .05 1.05			5000		5000				
	500	ft 1/2" " .05 1.05			2500		2500				
	165	Outlet Boxes 15 1/15			2475		2475				
	330	L & B. .04 1.05			1330						
	1	Low tension for Bell			15000		10000				
	20000	ft #18 RC .01 1.005			20000		20000				
					62775		27975				
		Fire alarm system									
	1	N. E. Switchboard & Buttons			17500		6000				
	14	Break glass Bells #1200			16800		1400				
	14	10" Signal Bells #1200			16800		1400				
	28	Mats Oak finished			1400		1000				
	500	ft 1/2" Conduit .05 1.05			2500		2500				
	1200	ft #14 angle .02			2400		2000				
					67400		13300				
		Red Telephone Conduit system									
	30	Outlet Boxes with Plates			1800		760				
	300	ft 1/2" Cond .05 1.05			1500		1500				
	200	ft 3/4" " .06 1.05			1200		1000				
	60	L & B.			240						
	1	Main Box 20"x12"			700		500				
					5140		5760				

ESTIMATE											
Name <i>Hotel R. S. Crow</i>		Sheet No. <i>4 Total</i>		Est. No. <i>6057</i>							
ITEM	QUANTITY	DESCRIPTION		MATERIAL		LABOR					
		Sheet #1 all old work			8608		5678				
		" 2 Feeders & Mains			6825		16860				
		" 3 Bell Signal System			62775		29975				
		" 3 Fire Alarm System			67400		13300				
		" 3 Red Tel. Conduits			5140		5760				
	M & Co.	1- Switch Board					5000				
	7	Lighting Panels			46800		6000				
	4	Motor Switches					2000				
		TOTALS			556282		132655				
		Total old & new			132655						
		10% overhead			13265						
		Profit 10%			5045						
		Bid			55655						
		Estimate by - R. S.									
		Checked - R.									
		Contract Recd by E.									
		Start July 1 '15									
		Completed Dec. '15									

"Sheet 1 shows all outlets—ceiling and side wall—also switches, base receptacles, panels, circuits, conduit, and so on, with labor and material cost for each item. Sheet 2 shows all conduit, elbows, fittings, etc., also all cable required for feeders and mains. Sheet 3 shows material and labor required for the signal and fire-alarm systems, also empty conduits for telephones. Sheet 4, which summarizes the other sheets, gives the total costs of all materials and estimated labor. To this total we have added 15 per cent for overhead, and then an additional 10 per cent for our profit."

excessive, or that busbars based on 1000 amp. per square inch were good enough when 750 amp. per square inch were specified—because I know better, and so do you all.

"But, it seems impossible for some electrical contractors to let a good, first-class, well-designed layout alone. They want to cut it some place, just on general principles. Perhaps it is simply the throwback from dealing

with some of these general contractors whose only object is to get the price down, without worrying much about the job—that is, until he gets you signed up, and then you have to cut the job to come out whole.

"We have never done any business with people of this kind, because we never could get down low enough on the price to interest them. Our standard of electrical construction work has

not suffered for that reason, at least.

"There is another point to be considered. Our firm," continued Adamson, "has spent a lot of money to find out what it has cost us to do work, and with this system developed as we have developed it we know what each class of work has cost us in the past, so we at least minimize the risk for all future contracts as far as the labor situation goes.

"But to get back to the question you asked. How did we get this job?"

"We got it just by such straightforward business methods as I have outlined to you.

"In the first place let me tell you that when we were requested to submit an estimate on this job, we had no friend at court, or any influence except our reputation in the trade, which is second to none and which we guard very carefully.

"In due time, our estimate was completed and submitted showing costs arrived at by segregated sheets such as I have here now. These sheets, by the way, are the originals, and the amount shown on the total sheet is the price at which we took the job.

"The day following the taking of bids I received a call from the architect, to come up to his office and bring all papers and data in connection with this job, as he wanted to get some information regarding it.

"When I reached his office he asked me what I thought of the layout and what I could suggest, if anything, to improve it.

"I told him that this layout was one of the very best I had figured in a long time, and declared that in my opinion the work should go in as covered by the layout. Then for the first time he warmed up to me.

"'Do you know,' he said, 'we have received six estimates from different electrical contractors, including you, and your bid was the only one that did not offer any suggestions as to how the job could be cut down. In fact, your bid was the one strictly in accordance with plans and specifications. Each of the others took exception to some particular item mentioned or specified.

"'For instance, one bidder proposed omitting practically all the side-wall switches, suggesting that fixtures could be provided with pull-chain sockets; another suggested cutting the sizes of feeders, and so on.

"'I don't understand why contractors always want to cheapen a job. The architect is never particularly impressed with any man who wants to cut the line too close.

"'You understand of course, Mr. Adamson,' continued the architect, 'you are not low bidder—in fact, yours is the high bid, but I have inquired around town and I find that you have the confidence and respect of people you have done work for. Several said that although your prices

sometimes look pretty high in comparison with what they can let the work out for, they added that there is a lot of satisfaction in doing business with you, both in the way you do the work, and in the personal service you give.

"'This is the reason I have sent for you and I have the consent of the owner to award you the work if you can show me that your estimate is made up in a way that would justify giving you the job.'

"'From that on, boys,' said Adamson, 'the rest was easy. We had figured this Wellington job as we do all work, that is, we try to find out all the material and labor that it will take to do a job, and not to guess at anything. We put everything down carefully on segregated sheets, as I can show you.

"'Just as I explained to the architect, all different items of the job are set down under the proper heading provided for in the sheets, and when a contract is secured, we merely transfer this estimate to a contract binder, and we are prepared to order all materials of proper kinds and sizes for the job without any further detail as to revised estimates.

"'Sheet 1 shows all outlets, ceiling and side wall—also switches, base receptacles, panels, number of circuits, circuit conduit wires and so on, all these various items being priced separately for labor and material cost.

"'Sheet 2 shows all conduit, elbows, fittings, etc., also all cable required for feeders and mains. On this sheet also we list out all panels, switchboards, etc., and show labor and material costs for these items.

"'Sheet 3 shows all material and labor required for the signal system and fire alarm system, also empty conduits for telephones.

"'Sheet 4 is the summary of the other sheets and gives us the total costs of all materials and estimated labor.

"'To this cost we have added 15 per cent for overhead, which covers the cost of running the business, and then we have added 10 per cent for profit, which is close running for a job of this kind.

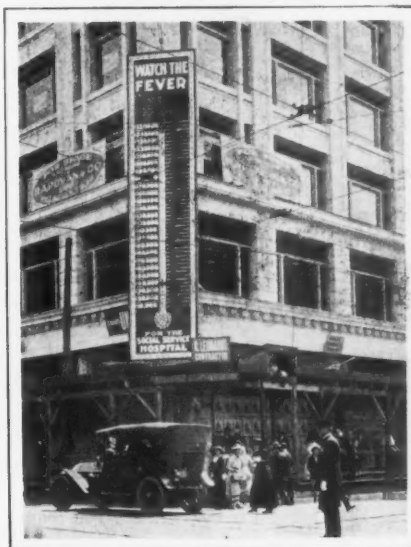
* * *

"'Well,' said the architect when I was through, 'I am satisfied. The job is yours. Now I only hope that you will handle this work through to its completion in the same business-like way you have handled the estimating part of it. Then we will all be satisfied.'

"'And that, gentlemen, is how the Wellington Hotel contract was secured,' concluded Adamson, as he started to go, 'and, you see, it was not by omitting overhead, or by substitution or any other means than straightforward frank business methods.'

"Watch the Fever"—An Electric-Lamp Thermometer that Recorded Hospital Donations

"Watch the Fever" was the slogan on a large electrical thermometer hung on a Los Angeles building during the campaign for donations for a new hospital. The huge 30-ft. device carried, instead of numerals indicating temperature, a series of figures that reported the sums in dollars donated for the hospital. They ranged from \$10,000 to \$250,000, and as the workers who were collecting throughout the city reported the results of their efforts, the red bulbs which represented the mercury in the tube rose slowly from notch to notch. By night all the figures and lettering were illuminated by white bulbs which bordered this unique dollar thermometer. The corner of a new office building under construction provided an excellent position for the big thermometer sign.



The rising column of lighted lamps showed the progress of donations to the hospital fund



Past-Jupiter
Wynne

Jovian Jottings from the Indianapolis Confab

With Notebook and Camera
at the Fourteenth Annual
Convention of the Jovian
Order at the Hoosier
Capital City, Oct. 18 to 20



Jupiter-Elect
Doherty

WHAT was the real keynote of the Indianapolis Jovian convention?

Was it the everlasting good fellowship that always characterize such Jovian meetings? Was it the note of new and serious purpose that marked the speeches of leaders? Was it the living evidence of thorough co-operation between the Jovian Order and the Society for Electrical Development? Yes, it was all of these—and more! “What more?” you ask. The answer is “politics.”

Yep, at the Jovian convention there were three kinds of politics—Jovian politics, national partisan politics, and steam-roller politics. Of these three brands the former was the most numerous. All delegates who were not candidates were campaign managers.



“You have heard the motion; are you ready for the question?” asks Henry Harris of Pittsburgh, the efficient official presiding officer at many Jovian annual meetings. He was caught here on the rostrum with Ell. C. Bennett, Mercury of the Order, and Fred C. Gurtler, official stenographer.

They were surely a lively and persuasive bunch. In fact, it was not unusual to come upon a delegate who had pledged himself to vote for two men, both of whom were running for the same office. Usually it was easy to single out a delegate in this predicament, if you knew the signs. His favorite pastime was flipping a coin to see which name he would finally scratch. But be it said in all fairness that every campaign manager really thought his candidate was the best man for the office. That was what made the Jovian politics so different from ordinary politics.

SECOND ONLY to the vigorous energy of the Jovian campaign managers were the activities of those who sought to influence the opinions of male citizens more than 21 years of age, who would exercise the right of franchise on Nov. 7. The honors for the Democrats and the Republicans were about evenly divided after the speeches of Mayor Bell of Indianapolis, and Mayor Keil of St. Louis—both good Jovians and good politicians. But the balance was decidedly upset when Augustus D. Curtis of the National X-Ray Reflector Company of Chicago, and Henry Lane Wilson, former United States Ambassador to Mexico, expressed ideas on tariff and on consular reforms which are not shared by eminent statesmen at Washington, D. C.

THE WAY MR. HARRIS HANDLED the unruly delegates in this young riot must have given the steam-roller politicians their cue. For shortly thereafter they came forth and proceeded to raise the dues of all Jovians to \$4 per annum. But please do not stop reading yet, because you must not get the impression that \$4 in dues is too

much. If the Jovian Order is to do something constructive it must have funds. The order is spending \$3.08 on its members for every \$2 dues it receives. With the dues at \$4, constructive work already planned can be carried into effect.

JUPITER TOM WYNNE WAS ONE OF THE SPEAKERS who entirely neglected to speak about politics. Others were M. D. Cooper of Cleveland, who told why distribution voltages should be standardized; Fred R. Jenkins of Chicago, who told about the educational courses of the N. E. L. A.; J. M. Wakeman and H. W. Alexander of New York, both of whom spoke about the work of the Society for Electrical Development, and W. A. Layman of St. Louis, whose masterly address—“Building a Career”—will be published in pamphlet form and mailed to every Jovian.

BESIDES THE 15,000 LETTERS (by actual count) which Martin Wolf of St. Louis wrote this year as chairman of the promotion committee, he will probably write 5000 more in aiding the work of the “One Hundred Point Committee.” It will be the job of the committee to prove to all Jovians that they ought to pay \$4 dues.

A “FARAWAY LOOK” came into many eyes when it was announced that Homer W. Eddy, in charge of central-station commercial work at Barcelona, Spain, will soon rejuvenate twenty candidates. Mr. Eddy for-



Two mayors and two past Jupiters in company with an electric company's attorney. From left to right—Mayor Joseph E. Bell, Indianapolis; Past-Jupiter Billy Matthews, St. Louis; Mayor Henry W. Keil, St. Louis; Past-Jupiter Homer Niesz, Chicago, and John C. Ruckelshaus, Indianapolis. This picture was taken on the first day of the convention—see how everyone's shoes shine.



In the train shed at Dayton, Ohio, the New York delegation found a place in the sun. Between the twin pillars of Jovianism in Gotham—Roy Schaulin and Jimmy Betts—stands J. M. Wakeman, general manager of the Society for Electrical Development and author of the ringing sentiment at the convention that between the Society and the Jovian Order there could no more be competition than between the two hands of a man swinging a sledge.

merly was with the Commonwealth Edison Company of Chicago.

JUST AS DAWN WAS BREAKING on Oct. 17 the idea of "The Little Red Devil" was conceived. Exactly twelve hours later, or at 6 o'clock that night, the issue, hot off the press, was passed around at the Past Jupiter's annual dinner. This was the first time that a newspaper was ever issued at a Jovian convention, and the four-sheet, one page of which is reproduced herewith, made an instantaneous hit. Indications are that such a paper will be made an annual affair.

J. ROBERT CROUSE offered a resolution at the Friday regular business meeting, thanking the Society for Electrical Development and the McGraw Publishing Company for its courtesy, and congratulating on their enterprise the editors, who were Harry W. Alexander of the Society, R. M. Wooley, sales manager of the Standard Electric Stove Company, and F. M. Feiker and L. C. Spake, of the ELECTRICAL WORLD and ELECTRICAL MERCHANDISING. That the little sheet, brimming with Jovian spirit, succeeded beyond all question, was evidenced by the fact that the first issue of 1000 papers was quickly grabbed up. An extra edition was then run off and sent to all Jovian League officials not at the Convention.

PERSISTENCE AND ENDURANCE—both mental and physical—were required to enable one man to read the hundreds of pages of manuscript in the revised constitution. Nevertheless D. L. Gaskill of Greenville, Ohio, effectively accomplished the reading without a falter. He consumed one

pitcher of water during the reading. And, just think—Ell C. Bennett lost his voice practising to read this document.

IN CANADIAN DIALECT George Rough of Toronto, Canada, entertained the convention with a story on the aid he received from the Society for Electrical Development on selling a few more lamps and a couple of horsepower.

WHEN THE WEATHER TURNED COLD J. M. Cudmore of Cleveland refused to go out on the roof-garden because he feared initiation into the pneumonia club. Later, however, he bravely risked his life to serve the convention as sergeant-at-arms.

BIG FIGURES are Harry W. Alexander's long suit. Just to show why there is need for a campaign like America's Electrical Week, he cited the following: There are 5,000,000 sockets now installed which do not contain lamps; the number of house-

hold electrical appliances sold to date totals only the trifling number of 9,000,000; only 27 per cent—5,500,000 out of a total of 20,500,000 homes in these United States are wired; about one-half of the sockets in this country still contain carbon lamps; and, strange as it may seem and hard as it may be to sell to the farmers, there are 108 applications of electricity on the farm. He also suggested that dealers in each town will do well to hire co-operatively an expert window trimmer to put in their displays for America's Electrical Week.

THREE CENTS A YEAR FOR CHARITY is what, Tom Bibber of St. Louis explains, the Jovian Order spends from each \$2 dues it receives. He argued that the dues should be raised to \$4 so that more funds would be available to help distressed and worthy brethren.

THE CHICAGO DEGREE TEAM of the Jovian Order covered itself with hon-



LITTLE RED DEVIL

PUBLISHED BY COURTESY OF THE SOCIETY FOR ELECTRICAL DEVELOPMENT AND MCGRAW PUBLISHING COMPANY

Volume 1 INDIANAPOLIS, INDIANA, OCTOBER 19, 1916 Number 1

FOR ALL JOVIANS TO READ

SERIOUS STUFF!

The electrical business has grown from nothing to something over twelve billions of dollars made a generation.

Why?

There are two reasons. First, the industry is founded on exact knowledge, on science, on mathematics. The industry has taught centuries of rule of thumb because the men who design and make electrical goods know before they start, with exactness and precision what they are going to get out of what they put into a machine. We have as a result machinery and appliances which waste so little that you can almost eat your cake and have it too.

So there is one reason—Efficiency.

The second reason is something else—Personality. Once an electrical man, always an electrical man. A mysterious bond joins man to man in a common spirit of co-operation. And this spirit of the industry, this practical fraternalism that binds together manufacturer, jobber, dealer, central station, contractor, and every man electrical—the spirit of Jovianism.

The time has come to capitalize Jovianism—to express co-operation in tangible terms.

We all have our troubles. Each of us, manufacturers, dealers, contractors, publishers, publicity men, central stations has his problem. But we have one common aim. We all want to get more people to use electricity.

So we have a common denominator of all our problems. That common denominator is the final consumer, the householder, the manufacturer in the sister arts, the farmer, the public.

Our rallying cry is Co-operation. Co-operation for what? Co-operation to get more customers, more people to know and use the marvelous instrument of civilization, the modern Aladdin of the lamp—Electricity.

Let us forget our petty difficulties and think of our big opportunity. The time has come for intensive work. Let us translate Co-operation into Good Fellowship Plan. Plus what—Plus customers.

Here, then, is the present-day opportunity of Jovianism. The industry made constructive leadership in selling. Good years have been invented—not wasted, and you're getting to know each other. Now let us work together to solve our universal problem—Getting more customers.

How? There are no rules. Enough has been done to show the general method. First get together locally around the same table and discover that we are all human. Second, plan a constructive analysis of the merchandising problem in your own town. Find out what the situation locally is, of the central station, the manufacturer, the dealer and contractor and all other electrical men in the town. Third, get big men who have made their mark in other lines to tell how they get more customers, how they create public opinion, how they find out how many people they can sell, how they advertise and write letters and use the newspapers.

In short, let us study our problem as a group in relation to the customer. Let us get that clear, and we will be surprised to see how credit and discounts and cut prices and territory and all other little problems clear away.

It can be done. It will be done.

The Jovian Order is the connecting link between the final consumer and all the other engineering and commercial forces at work in the industry.

Let's have the convention with that vision of the industry and of Jovianism. The Jovian Order is a Sleeping Giant. Awakened he will Electrify a Nation.

WATTS THE NEWS

Reporter for Little Red Devil Couldn't Find Much, So Here's His Memo. to the Editor.

(With apologies to King Lear.)

Dear Ed—You and Alice sure kicked me into a world of trouble. You said you were about this here convention and write it. Well, since that I interviewed 125 people, which is the total registered at our Jovian's desk. And now I know 125 who say there ain't no news, so now I say let me make this a advertising paper instead of a news paper which we should ought to make.

I say let me do this because I found 125 people who was and still is perfectly ready and willing to fact witness to advertise themselves.

—At no expense in their efforts do you see from this, Mr. Ed, our new paper should ought to be a great paper for the advertisers. That should ought to make it very very popular right off.

Just to give you an idea how rotten things went for me I don't mind telling you I talked to Sam Holman and Homer Yarn. I said, "Watts the News?" Sam said, "There ain't no news," and just then Homer stuck in his ear and said, "Tell him how we came down here in your auto." And Sam said, "Show us." He was going to understand Profan language. Besides that papers must print stuff and editors as that trip was."

They didn't tell me nothing but they kept on talking. So I found out that they busted a string and had to stop at Crown Point to get it put together. But there is nothing new about that. Lots of things gets put together for the first time at Crown Point. You see C. P. is Indiana's Great Green.

You know, the only thing I really learned from them was that the Smith of Vance's finger at C. P. is also a jokester, when they was here in the car, don't forget if the radio get's hot there is a spring in your car. Take care that's the way it went all day. In a bathroom full of guys I saw Walter Richhoff and Sid, Corby of Chicago. Period. Setback.

They looked before and after taking. Then I said hello. "Watts the news?" They said "Volla for Sid Corby." Then I said "wait—hour your politeness." But I didn't get to find out. Then along come a fellow that had been in the City train.

He had climbed up the crap game in the door. Inside the back in the poker game in car A and had rammed the rummy game in the chair car. He was spending money. But Art Seiler wasn't among the rummies. This guy was spending money. The barroom was crooked. He invited everybody to have a drink. Now, Mr. Ed, you know I am a little guy. I went out in the lobby. The exit was not crooked.

Paragraph here.

And who should I bump into in the lobby

Continued on page 2

The Four-Page Convention Daily—Thought of, Written, Printed and Issued, in Just Twelve Hours. The First Thousand Copies of the One and Only Issue Went Like the Griddle Cakes and a Second Edition Had to Be Published to Meet the Demand.



Martin Wolf of St. Louis offers to show Roy Schaulin of New York the sights of Indianapolis, including how the Monument turns round at 10 o'clock each day.

ors. It won the degree team contest, thus securing a \$250 cash prize and taking the cup away from St. Louis, where the cup has been held two years. Had the St. Louis team won this year it would have kept the cup permanently. Moreover, a member of the Chicago team—Harry F. Neill—won the individual prize—a \$100 jewel.



Jimmy Betts brought two candidates, James R. Pollock and H. E. Cleland, out from New York. As here indicated, they made a clean sweep, and Jimmy, having served his term, dusted back into the rank of private.

TWO MINUTES WAS GIVEN EACH CAMPAIGN MANAGER to tell "why my candidate should be elected." Nobody remembered the reasons they gave, but everybody enjoyed seeing a campaign manager compelled to make a complete speech in two minutes.

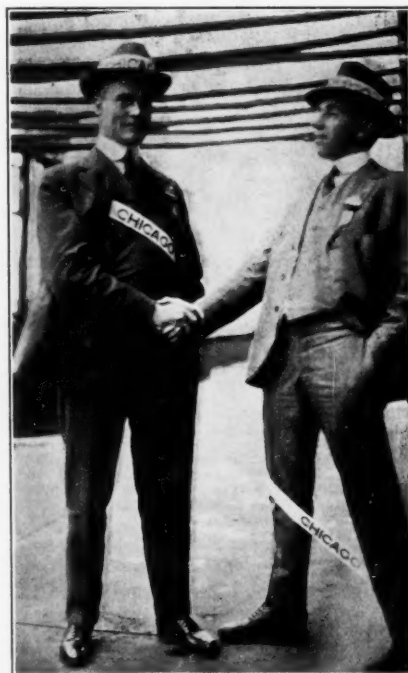
JUST BEFORE THE ELECTION HENRY L. DOHERTY arrived from New York. He was greeted with the kind of applause that is usually reserved for T. Roosevelt. Mr. Doherty's campaign promise was that he would make every Jovian work so that the slogan "All Together All the Time for Everything Electrical" would go ringing across the continent in deeds achieved.

THE ELECTION OF OFFICERS resulted as follows: Jupiter, Henry L. Doherty,



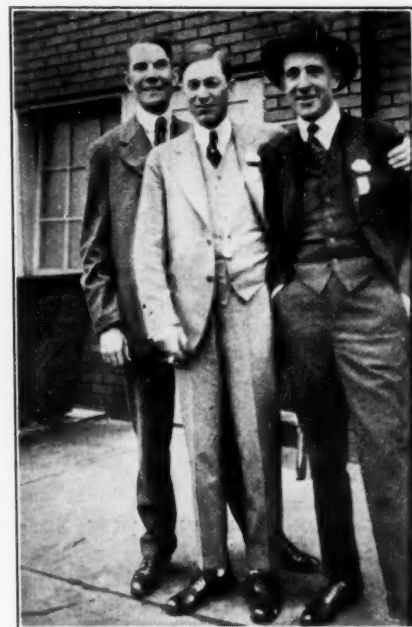
Two past Jupiters—Homer Niesz and Sam Hobson of Chicago—with their better halves explored Indiana's famous roads on the way to the convention.

president Henry L. Doherty Company, New York City; Mercury, Ell C. Bennett, St. Louis, Mo.; members of the congress: First district, Edward F. Hail, Tel-Electric Company, Houston, Tex.; second district, P. S. Klees, Franklin Electric Manufacturing Company, Hartford, Conn.; third district, James R. Pollok, New York (N. Y.) Telephone Company; fourth district, William Gloeckner, V. V. Fittings Company, Philadelphia, Pa.; fifth district, W. J. Trott, Fostoria Incandescent Lamp Company, Grand Rapids, Mich.; sixth district, C. D. Cabaniss, Western Electric Company, Atlanta, Ga.; seventh district, W. A. Burchard, William A. Burchard Company, Norfolk, Va.; eighth district, J. E. Cowles, Shreveport (La.) Gas & Electric Company; ninth district, Martin J. Wolf, W. N. Matthews & Brother, St. Louis, Mo.; tenth district, E. W. Donoho, Landers, Frary & Clark Company, Chicago, Ill.; eleventh district, J. I. Colwell, Western Electric Company, Seattle, Wash.; twelfth dis-



Walter Bischoff and Earl Donoho congratulate each other on the fact that they are from Chicago and are for Chicago from head to foot.

trict, John F. Greenwalt, Mountain States Telegraph & Telephone Company, Denver, Col.; thirteenth district, Thomas E. Collins, Pacific Electric Manufacturing Company, San Francisco, Cal.; fourteenth district, P. T. Davies, Montreal Light, Heat & Power Company; fifteenth district, George L. Guy, Winnipeg, Man.



This group of happy expressions was induced by a photographer from an Indianapolis daily. He asked these smiling boys, Melvin Jones of Philadelphia, Past-Jupiter Frank Watts of New York, and Jack Rodger of Cleveland, to pose for him. They did.

Fire-Alarm Signals for Schools and Public Buildings

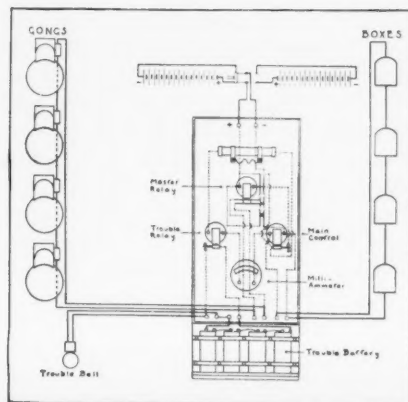
By H. S. KNOWLTON

EVERY little while some schoolhouse holocaust like that at Collinwood, Ohio, or Peabody, Mass., rouses school and other public authorities to provide proper safeguards against a repetition of the disaster. After a while, however, popular and official interest lags, and conditions ripen for a repetition of the earlier calamity.

Granting, then, that some sort of fire-alarm warning signal is desirable—even imperative—in schoolhouses, hospitals, factories and other buildings of more than a single story, which are occupied by a number of people, what type shall be adopted, and how shall they be handled and maintained?

ALARMS NEEDED IN EVEN "FIREPROOF BUILDINGS"

In the first place, it should be said that even "fireproof" buildings need all possible safety devices almost as much as those of less fire-resisting construction. There is always, in any schoolhouse, the possibility of accumulations of paper, refuse and debris in the basement or in closets, stringent though the regulations may be forbidding such collections. Moreover, smoke from overheated furnaces or from other comparatively harmless sources is always likely to cause a panic among younger children and lead to unhappy results. In fact, dependence on the fireproof construction of a schoolhouse may result in neglect of proper drills and be a greater menace to safety than a less thorough construction and a greater dependence on training of pupils to leave the building calmly and in order.



Circuit for school alarm system

Someone has pointed out that there are only two classes of buildings in which by law attendance is compulsory—jails and schoolhouses. This being true, great obligation rests upon the public authorities to safeguard the inmates of both classes of institutions, and, particularly of course, to insure the safety of young lives during school hours. The electrical contractor, by making himself familiar with the approved principles of fire-warning signals outlined below, and by urging their adoption in his own community, can perform a real civic service as well as open up for himself a new field of work. For not alone schools, but every hospital, hotel, factory and public building in which any number of people assemble, should be equipped with dependable warning signals as a safeguard against loss of life in case of fire.

This leads to a consideration of what kind of warning signal should be given to procure the orderly movement of the children from the building. Students of the subject agree that there should be a distinctive signal for fire, entirely different from that used to call and dismiss classes.

CLOSED-CIRCUIT SYSTEMS RECOMMENDED

Any system of open-circuit bells is likely to fail without warning. The inevitable conclusion, then, is, that a reliable, fully protected system, *i. e.*, one in which a small amount of electric current is flowing through all wires at all times, with provision for immediate warning if the system becomes disarranged, is the proper and sure type of fire signal system to install. Several American cities have recently changed their school-alarm systems to the closed-circuit type.

In answer to the question: "What ought a fire-alarm signal system for a schoolhouse be to prove valuable and reliable?" Benjamin B. Hatch, for eight years electrical engineer for the Boston Schoolhouse Commission, said:

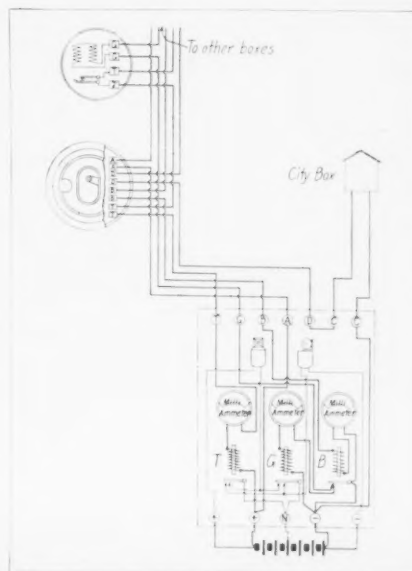
"Assuming that a schoolhouse is located in a community where there is a permanent fire department, well manned and likely to respond with reasonable promptness, the system should be so arranged that when a fire is discovered the operation of the signal

should dismiss the school and bring the fire department to the scene at once. The system should be so arranged that the apparatus can be opened by the principal or by any designated teacher holding a box key—this for fire drills—and in case of fire, the glass front of the station box can be broken and the lever pulled to sound a well-understood fire alarm, and at the same time call the department.

"Generally speaking, there should be one station and one gong on every floor of the average school building. Corridors cut off by fire walls, and assembly halls, should be treated according to the particular conditions. Often it is desirable to place a smaller gong in a manual training room, where there is likely to be much noise. There should always be a gong within hearing of the janitor's quarters."

FEATURES OF CITY-SCHOOL SYSTEMS

One fire-alarm signal system that has been used in New York City schoolhouses is operated from the under-ground direct-current central station circuits, which are considered an absolutely reliable source of supply. This is, in brief, a "fully protected" system in which a small electric current of about 50 milliamperes is flowing through all the wires continuously. In case any of the wires should break, a relay armature falls back and closes a circuit through the local battery and



Circuit for school alarm system

vibrating bell. When the boxes are operated, a current of about 2.5 amperes flows through the single-stroke bells and causes them to strike one blow. In circuit with the gong, a thermal relay trips a circuit breaker if the full current of 2.5 amp. remains on the bells for more than about one minute.

Salient features of a system used in Boston are (1), a glass-faced box containing a starting lever which sounds the fire-drill alarm in the building and also summons the city department to the nearest fire alarm box on the street; and (2), a lock, which when opened by a key in the hands of the principal or other teacher, gives access to the lever which enables the fire-drill signal to be given with no effect on the municipal system.

The opening of the door gives immediate warning through disarrange-

MAKERS OF FIRE-ALARM SIGNAL SYSTEMS FOR SCHOOLS, HOSPITALS, HOTELS, ETC.

Name	Address	City and State
Aero Fire Alarm Company	26 Cortlandt Street	New York City
Auto Call Company		Shelby, Ohio
Connecticut Telephone & Electric Company		Meriden, Conn.
Edwards & Company, Inc.	140th and Exterior Streets	New York City
Electric Fire Alarm Company	636 First National Bank Building	Milwaukee, Wis.
Electric Automatic Appliance Company	1749 Arapahoe Street	Denver, Col.
Federal Sign System (Electric)	1790 Broadway	New York City
Fire Alarm Signal Company	303 Congress Street	Boston, Mass.
Foot-Person Company	160-162 Duane Street	New York City
Gamewell Fire Alarm Telegraph Company	Suite 5708, Grand Central Terminal	New York City
Holtzer-Cabot Electric Company		Boston, Mass.
Lovell-McConnell Manufacturing Company		Newark, N. J.
McFell Signal Company	2857-2859 South Halsted Street	Chicago, Ill.
Metropolitan Electric Protective Company	130 West Twenty-sixth Street	New York City
Mohawk Electric Manufacturing Company	45 Lawrence Street	Newark, N. J.
National District Telegraph Company	44 East Twenty-third Street	New York City
Partrick & Wilkins Company	51 North Seventh Street	Philadelphia, Pa.
Schwarze Electric Company		Adrian, Mich.
Stanley & Patterson	23 Murray Street	New York City
United Electric Apparatus Company	1529 Columbus Avenue	Boston, Mass.
U. S. Automatic Fire Alarm Company		Kansas City, Mo.
Useum Company	301 West Thirty-seventh Street	New York City

ment bells which ring until the door is closed. Failure to reset or rewind the municipal fire-alarm box is made

known by continuous ringing of the disarrangement bells.

Another well-known system adaptable for schoolhouses and for industrial plants combines the requirements for fire drills and for instantly calling out the local fire department. The signal box is so arranged that after breaking the glass in the door, one pull of the hook operates the public fire-alarm box (preferably located on the outside of the building) and simultaneously strikes the alarm gongs on each floor, giving general notification of the location from which the alarm has been sent. For example, when any box is operated four strokes on the gongs indicate "fire," and this is followed by a location indicating number, as 1-1 for the first floor front, or 3-2 for the third floor rear. Knowledge of the location from which the alarm has been rung is believed to be of great value to the principal and teachers, in enabling them to direct the pupils to the exit farthest from the fire.

FIRE DRILLS ESSENTIAL

It should be borne in mind that the installation of the most modern type of fire-alarm apparatus in a schoolhouse does not do away with the need of thorough training in the best way to leave the building in case of fire. The Boston school authorities require fire drills to be held once a month, and some authorities go so far as to advocate a daily drill. Smoke drills, obstacle drills, and drills at unexpected times, are desirable as a means of familiarizing the pupils and teachers with the proper procedure in case of emergency.

"Fire drills, in order to be effective,

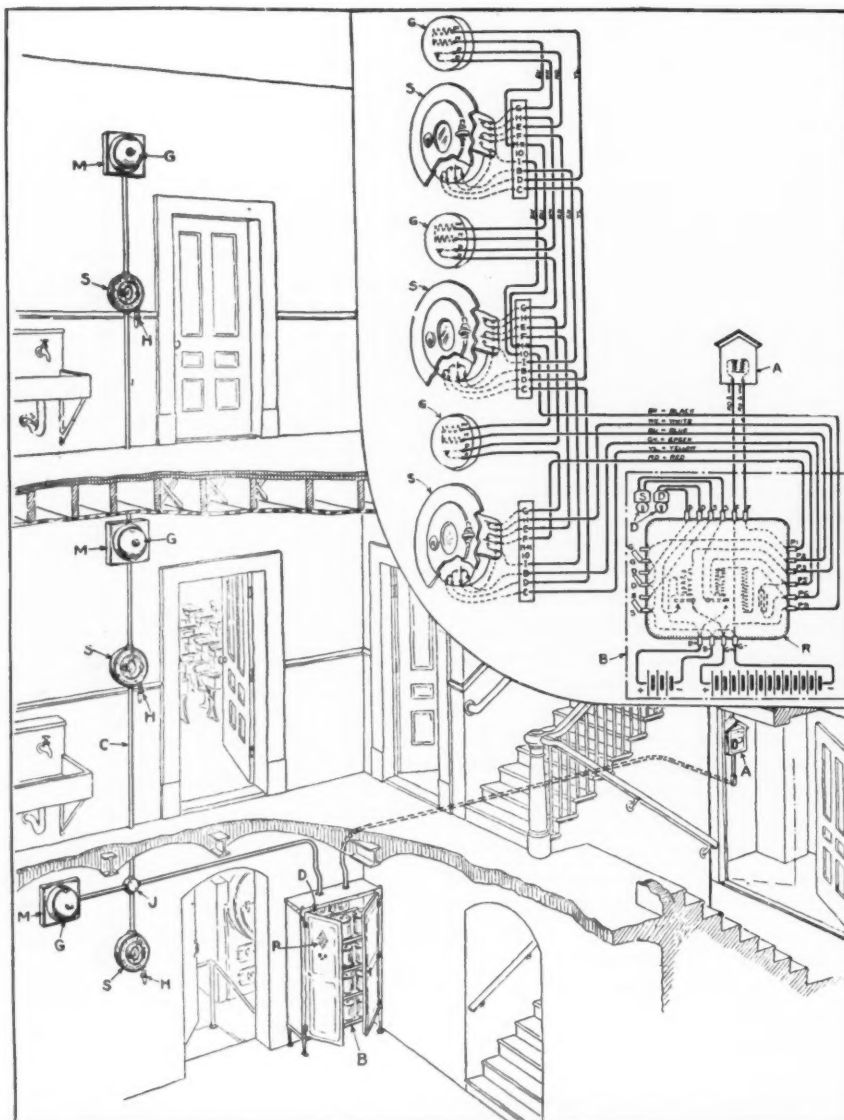


Diagram showing method of installing fire alarm system in school building

should occur in response to the same signal as is used to transmit an alarm of fire," says a leading manufacturer of apparatus. "In any event, the system should be carefully thought out, conscientiously lived up to and recognized as an established rule of the school."

Purchasers of interior fire-alarm system often ask what source of electricity supply is best suited to an interior system, and is most reliable. In a closed-circuit system the caustic-potash battery is regarded by some engineers as the most reliable. This equipment is guaranteed by one manufacturer for two years, but often lasts three years. Another source is the storage battery, using a motor-generator set for charging. For a system with more than five gongs a 12-amp.-hr. cell is recommended. Chemical rectifiers are not recommended for battery charging.

PROVISION FOR EXPERT SUPERVISION

In Boston there are about fifty schoolhouses in which motor-generators are installed for charging storage batteries. It is found that janitors are generally capable of caring for the equipment, and trouble is of very rare occurrence.

Maintenance of any electrical system of fire-alarm apparatus in public schools should be vested in the superintendent of the city fire-alarm system, the city electrician, or the fire chief. All systems should be tested monthly, the bells being struck, and the city box connected should be tried out also.

The fire-prevention commissioner for Metropolitan Boston, in a report formulated by a special committee on schoolhouse protection, has this to say:

"All schools over one story high should be equipped with fire-alarm signals. This should give the 4-4 alarm (spelling "F-I-R-E") adopted in many places. It is desirable that this apparatus be connected with the town (or city) fire department and be tested weekly by, and under the control of that department. Its effectiveness depends upon its being in order."

The Boston commissioner advocates alarm gongs entirely separate from those used for program calls, and of a different tone. There should be one bell of heavy sound sufficient to be heard all over the building, if the lat-

ter is of medium size; otherwise, a gong on each floor.

A SYSTEM USING AUTOMOBILE HORNS AS ALARMS

A recent installation of a different type was made at Woonsocket, R. I., where twenty-one schoolhouses were equipped with an electric horn to each two floors, operated from a snap

switch behind a glass-fronted box in every corridor, with a tell-tale light on the principal's desk. This system is operated direct from the local alternating-current central station supply.

The cost was only about \$15 per horn, with the cost of wiring extra. The combination auxiliary and drill system is, however, preferable, but the cost runs considerably higher.

"Electricity for Every Farm"

How the Electrical Contractor and Dealer Is Being Asked to Help in a Great Campaign to Bring Electric Service to the American Farmer

A SALES campaign of tremendous proportions, which, working through electrical dealers, contractors and central stations of the country seeks to put electricity on every farm, has just been started by the Western Electric Company. Within the next few weeks twenty-one farm journals having a total circu-

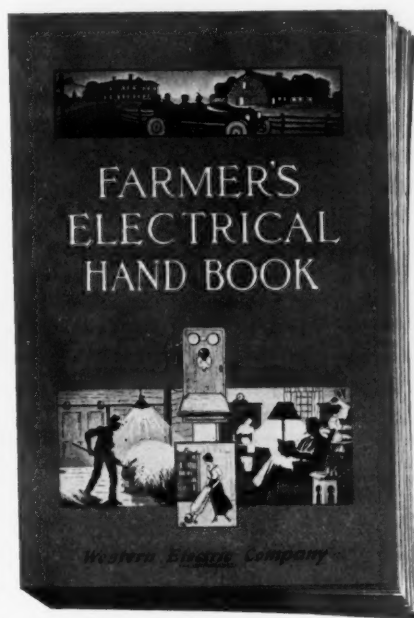
and at the same time the local trade is notified of the request, and the prospect is notified that his name has been given to the nearest electrical dealer.

Meanwhile, the second part of the double postcard sent by the company to the dealer is detached by the latter and remailed to the prospect, extending to him a cordial invitation to call at the dealer's place of business when in town. In this way the customer receives, besides his handbook, a personal message from both the manufacturer—and the local dealer, thus tying him up with both factors in the distribution plan.

ENLISTING ELECTRICAL MEN

This Western Electric campaign for farm business is particularly notable from the standpoint of the electrical trade, since it enlists electrical men as the local distributing agents—a factor which has been largely overlooked in campaigns of other manufacturers designed to sell lighting equipment to the farm customer.

When the census figures showing that one-half the population of the United States lives on farms are recalled by the dealer, he will grasp some idea of the tremendous opportunity which is being opened up to him in this farm business. Each installation represents a job of \$200 or more, for equipment, wiring, etc., and once he has his plant installed, the farmer becomes a perpetual customer for lamps, supplies, etc. Indeed, never was the farmer more prosperous than at present, and never was the opportunity brighter for the extension of the electrical dealer's business to farm electrical customers.



Electrical handbook offered to farmers

lation of more than 3,000,000 will reproduce the farm lighting advertisements of the company 10,000,000 times. These advertisements are designed to bring requests for the "Farmer's Electrical Handbook," around which the campaign centers, thereby furnishing an immediate prospect list. As individuals write in for the handbook a copy is forwarded,

Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

Volume 16—November, 1916—Number 5

PUBLISHED BY MCGRAW PUBLISHING COMPANY INC., NEW YORK CITY

Just Regular Hoss Sense

THIS story is told of Mr. Edison. One summer he took into his laboratory a young man who had just graduated from a scientific school with very high honors. He was to aid in making certain experiments.

One day Mr. Edison called this chap to him and asked him to figure out at once the cubical contents of an incandescent lamp bulb which he handed him. Mr. Edison needed this information, he said, for an experiment. The young man went to work with slide-rule, instruments, logarithm tables and that various assorted knowledge he had stored up in his cranium in study. He worked all day and he worked all night, and after he had verified it three ways he took the figures to Mr. Edison in the morning.

But Thomas Edison looked at the calculations and he shook his head. "Are you sure of that?" he asked. "It doesn't look just right to me." "I'm certain of it," said the youth. "Well, let's just do it over," said Mr. Edison, casual-like, and, lightly breaking off the tip of the lamp he filled the bulb with water, poured it out again into a graduated measure and had the answer, while the educated young man stood there speechless and perspired freely from his brow.

It was a little lesson Mr. Edison was giving him in the value of just regular hoss sense and independent thinking. And it won't do any one of us much harm to keep this little story in mind, remembering that after all the idea is to get the thing done.



That Last Five Per Cent

A DIFFERENCE of five per cent in price may make a difference of 50 per cent in profit. Five dollars does not seem much to trim off a \$100 estimate for wiring, yet when the profit is only ten dollars, it means cutting the profit in half.

Successful men get their price. That's all success amounts to, anyway—getting your price. And the successful men get their price because they give a thing which makes their price seem fair. That thing is service.

Service earns half the profits. Service may mean nothing more than a smile, a courteous word, the opening of a door for a woman customer, or taking pains with one who is ignorant of our business. Service, really, is nothing more nor less than doing something in the best and quickest way possible, and doing it graciously.

How often does one hear: "Jones is higher priced than

Brown, but he has a nice place and gives one decent treatment. Brown is a grouch and I never deal with him." That is the public's attitude, and that is why some men get the extra five per cent—which means that they get double the profit.



The Nose for Business

NO newspaper reporter can succeed unless he has a "nose for news," by which is meant the ability to smell out a possible "story" or item even when the facts are pretty well hidden.

A similar instinct marks the smart business man. Every month, every week, almost every day, occur opportunities for turning news or events to commercial account. An election, a fire, a storm, a holiday, may suggest a timely window trim or a clever newspaper ad. One Southern central station sees to it that every visiting electrical man is interviewed by a friendly reporter and the practice results in many columns annually of valuable free publicity. An electrical merchant in New England makes a practice of pasting every newspaper account of a fire on his window near a display of handy extinguishers.

The reporter's "nose for news" and the business man's nose for business are really nothing more nor less than alertness—the ability to see clearly, think fast and straight, and act.

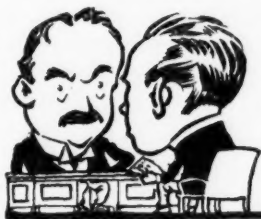
The Tragedy of Too Much Prosperity

INSUFFICIENT capital is the reason ascribed by the commercial agencies for a very large percentage of business failures. Thus we see the paradox of men being forced to the wall by success, simply through having too little money or not knowing how to raise the capital to which their business is legitimately entitled by every rule of commercial justice.

A case which shows the vital need of better financial understanding upon the part of electrical contractors recently developed in an Eastern city. Business there was so brisk that the local contractors could not keep up with it. They had the ability, the ambition, the industry and the orders, but they did not have the capital to handle the situation; and so the local central station was compelled, in self-defense, to enter into competition by establishing a wiring department of its own to serve the large number of householders clamoring for service.

This situation is extreme, but nevertheless typical. Few electrical contractors, comparatively, have enough capital. Fewer still have adequate knowledge of how to go about raising funds when needed. The obvious moral is that contractors should realize that they are business men in all that the term implies, and that a thorough knowledge of business practice is as essential to success as familiarity with conduit and fittings.

IDEAS FOR THE MAN WHO SELLS



Plans, Schemes and
Methods to Increase
Sales of Electrical
Goods



Flood-Lighting Rented Forty-four of These Apartments in Thirty Days

Roy M. Gregg, president of the Gregg Realty Company of Kansas City, utilized flood-lighting to rent a group of new flats recently erected by his company. He had spot lights trained on each flat building, and the striking scene naturally attracted the attention of the automobilists who passed along the boulevard on which the buildings are located. Enough prospective occupants stopped to investigate, to lease forty-four of the flats during the first month. The real-estate salesmen took care of from fifteen to fifty people every night—although there were practically no customers conducted through the flats in the daytime. In many cases the customers signed up on the spot; frequently they moved into their new homes within a day or so, and consequently helped to brighten the scene by lighting the windows in their own apartments. There were eight buildings in the group, and each apartment

was leased for \$40. The cost of the flood-lighting was almost negligible. Besides the investment for the spot-light equipment which will still be used, about \$30 was expended for electricity. Mr. Gregg plans to keep the apartments flood-lighted continuously. In addition to leasing practically all

We Offer You Green Dollar Bills for Your Ideas

Here is a standing offer to all readers of ELECTRICAL MERCHANDISING. A regular brand-new Dollar Bill for every idea that you send to us to publish for the benefit of all those other men who can apply it just as you have. The "hunch" has come to you. They haven't thought of it. We want to pass the good stuff along.

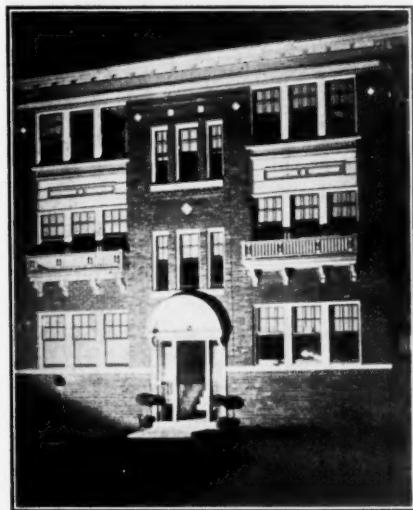
To pay you for the trouble of writing us about it, and to show you that our heart is in the right place, we will send you every time a "Dollar Idea" of yours is printed, a crisp Dollar Bill that's guaranteed to ring the bell on any cash register in your town.

If you have had a bright idea that has helped you with a sale or an advertisement or a store or window display or in the training of your salesmen, or with your shop or office methods—any scheme that has worked and can be used by others—send it in. Ten to one it is a Dollar Idea!

Don't hesitate because you fear your scheme may not be altogether original. Leave that to us.

If it is new to most of us in the way you have used it, it will be helpful to the other fellow, and there's a Dollar waiting.

So sit right down to-day and make a list. Then write to us about these inspirations you have had and in the future you can use the Dollar Ideas that we'll have published from the other men.



The Flood-lighting of These New Apartments Attracted Hundreds of Visitors After Nightfall

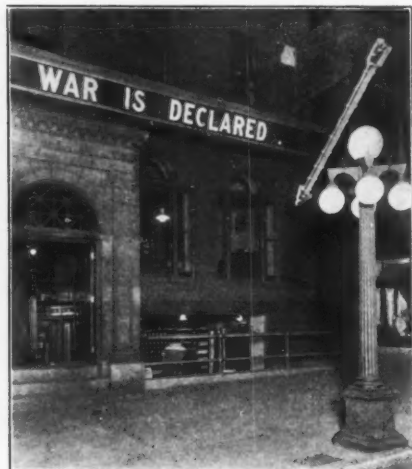
the apartments, three of the buildings were sold during the thirty-day "campaign." These buildings had, incidentally, been erected in record time—three months—so that after four months from the start of work nearly all space had been leased, and three of the buildings had been sold.

A Lamp-Display Case That Shows Sixty-eight Varieties, Lighted

The pyramid lamp-display case pictured has been made up by a San Francisco dealer to exhibit, lighted, sixty-eight lamps of different designs and sizes, ranging from 2.5-volt battery bulbs to 1500-watt, 250-volt nitrogen-filled Mazdas. Except for the pocket-flashlight bulbs, all the lamps are served from a cord plugged into the ordinary 110-volt baseboard receptacle. Beneath the table are two transformers, one a 1500-watt and the other a 250-watt unit. Each circuit has its separate fuse, and the transformers and wiring are all contained in the interior of the table behind the mirrors. The smaller sizes of different patterns are switched on, an entire row at a time, while the large special lamps each have a separate circuit. Nineteen push-button switches are used for the lamps on the wiring circuit and two spring buttons control the six flashlight bulbs operated by battery. For cleaning the display or renewing lamps, access is afforded to the case by lifting off the glass top.



Each Lamp—Big or Little—Can Be Lighted by the Touch of a Button



The "Scarehead" Electric Sign and Arrow Which Caught the Attention of the Passer-by

Capitalizing on an Inconspicuous Window Location

The fact that its display window was below the street level did not prevent the Empire Gas & Electric Company of Geneva, N. Y., from converting this apparent obstacle into a distinct "curiosity factor" with the aid of the electric sign and arrow shown.

Attracted by the scarehead of the sign, the visitor who stepped over and looked into the window found therein an electric washing machine and a placard reading: "War has been declared by the economical housewife and the considerate husband on costly and tiresome labor. Washing by hand is not reasonable from the standpoint of either time or of wear on the clothes, and it is most exhausting



The Washing-Machine Window Display Which Completed the "War Is Declared" Legend of the Sign Outside

household labor." Another card extended the invitation: "Come in and arrange for a demonstration in your own home."

A Church's Electric Sign—"Others"

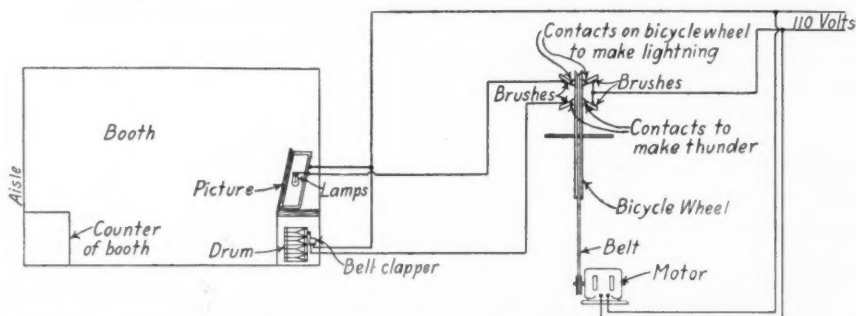
One pastor in Toledo who believes in electric-sign displays is Dr. J. J. Tisdall of the Norwood Avenue Church of Christ.

Flashing out in letters 18 in. high on the front of his church is the one word, "Others." Hundreds of inquiries have been received as to the meaning of the sign, and in reply Dr. Tisdall has explained the word is the title of General Booth's famous Salvation Army song and poem, and by placing the words "Do For" before, the real message and purpose of the church is explained.

slip being devoted to the exploitation of just one commodity. For instance, one would contain a strong talk on toasters, another on electric stoves, etc. These were tied up in neat little packages and thoroughly distributed. Good results also followed this plan."

To Draw Attention to Your Booth at the Electric Show

How Homer Gant of the Marion (Ind.) Light & Heating Company used a combination of noise and motion to draw the crowds to his booth at a recent exhibit is shown in the accompanying sketch. The visible feature of the display was a 5-ft. by 7-ft. hand-painted picture of a farm scene. The back of the canvas, on which this



Lightning Flashed and Thunder Rattled in This Marion Electric Show Display, and the Noise and Motion Attracted Crowds to the Booth

House-to-House Advertising in Attractive Packages

"Much of the advertising matter distributed from house to house is not accorded even a casual inspection," says a Western dealer. "It is so obviously an advertisement that the recipient destroys it without a thought that it might contain something in which he is particularly interested.

"To overcome this we at one time issued a rather large circular, using a fair quality of paper stock, rolled it up nicely, and tied a small ribbon around it so that it resembled somewhat a diploma or other important document. The individual receiving this, curious to know what it was, invariably opened it and read the text more or less thoroughly. From the manner in which trade on the advertised lines increased, I judge this method of distribution was effective.

"Another time we arranged a lot of advertising matter on small slips, each

scene was made, was painted black. Then a zigzag line such as lightning makes was scratched with a sharp knife across the painted sky. This picture was then set into the front of a light-tight box containing three 1000-cp. lamps. Beneath the bench which supported the picture the designer of the apparatus placed a big bass drum and the mechanism of a large electric bell minus the gong. The clapper of this bell was set so that it would hit the drum when the magnet coils were energized. To get the flash through the zigzag scratch and the rolling thunder immediately following it, circuits were laid out as shown. An old bicycle wheel driven by a small motor served as the contactor. The whole display was operated on the 110-volt circuit. The principal outlay in making this attention-attractor was the cost of the picture. The whole outfit, however, according to Mr. Gant, ought to be assembled for \$25.

Another Winter-Time Use for Electric Fans

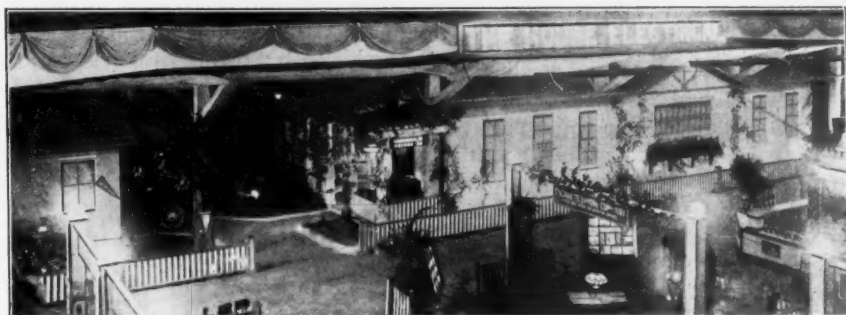
An 8-in. electric fan placed on top of a steam or hot-water radiator or a hot-air register will help the woman who washes her hair at home to dry it quickly. Several trials of a fan used in this manner show that the best results are obtained with the fan operating on low speed. The time required to dry hair in this way averages about seven minutes and should never require more than ten minutes if the radiator is warm. With the ordinary comb-and-brush method it is not uncommon for a woman to work thirty minutes to dry her hair.

A Slogan Contest for Occupants of Unwired Houses

For the best slogan expressing the value of electric lighting in the home, submitted by the occupant of an unwired house, Robert Montgomery, commercial manager of the Louisville Gas & Electric Company, has offered cash prizes in gold aggregating \$50.

The real purpose of the contest and of the advertising which presents it, is, of course, to make occupants of unwired houses read carefully the company's whole house-wiring proposition and all of the arguments in favor of housewiring.

Under the heading of the sugges-



The House Electrical at the Chicago Household Show. Photo by the Commonwealth Edison Company. Note the Electric-car Garage and the Electric Lawn Fountain

tions offered to assist in preparing slogans, appear six exceptionally strong reasons why a house should be wired. These are: (1) Money invested in housewiring pays 25 per cent. (2) Wired houses sell for more. Homeseekers want modern conveniences. (3) Electric wiring is "tenant insurance." (4) Electric service is economical. (5) Electric light is convenient. (6) Electric light lessens fire hazard.

During the first week the advertisement appeared the company was flooded with slogans.

Bank Finances Electric-Sign Campaign

R. C. Stotts of the Enid electric company, Enid, Okla., has instituted a new kind of sign campaign. It contemplates the co-operation of a sign manufacturer, the central station, the Enid electrical contractors and a local bank. The bank advances to contractors who take orders for signs 70 per cent of the face of a contract as soon as it has been executed. The signs will be sold to the public on a twelve-months' payment plan. The contractors will receive the remainder of their money, minus 10 per cent, which the bank charges for handling the account, as it is paid to the bank by the sign purchasers.

"This plan," says Mr. Stotts, "gives the contractors capital enough to pay the sign company cash for signs and to pay for labor and material. The contractors' profits arrive in the deferred payments which come to them from the bank."

"The arrangement is desirable from the central station point of view, since it relieves the company of all responsibility in connection with the sale of signs, and provides the company with sign-lighting revenue."

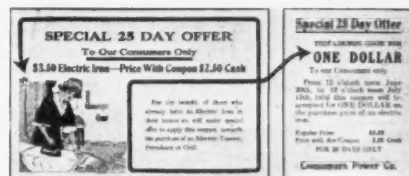
The House, Garage and Lawn Electrical

A lawn of real sod, an electric fountain and an electric-vehicle garage were features of the "House Electrical," the exhibit of the Commonwealth Edison Company, at the third annual Home Exposition held at the Coliseum, Chicago, Oct. 18 to 31. The house was a three-room structure with a porch, and at one end of the lawn was a garage with an electric automobile shown entering it. In addition to the fountain another ornament of the lawn was a bird house with electrically illuminated glass "canaries."

For the benefit of visitors the lesson of the display was "carried home" in a four-page folder describing the features of the rooms and pointing out how these electrical comforts might be applied to any home.

A Coupon Offer to Sell Electric Irons

The Consumers Power Company of Michigan recently conducted a twenty-five-day campaign on electric irons,



Coupon Good for \$1 Rebate on Purchase of Electric Iron

during which special coupons were sent out with each bill to customers. These coupons were accepted with \$2.50 cash in payment for \$3.50 irons, the offer being made only to consumers. Eight hundred irons were sold during the campaign by this method.

Here's \$25 for Somebody And \$25 More for Four Others

We need a catchy, suggestive, advertising slogan, which conveys the value of Electric Lighting in the Home. We are willing to pay for it, and offer the following prizes:

For the Best Slogan . . . \$25.00 in Gold
For the Second Best Slogan . . . \$10.00 in Gold
For the Next Three Best Slogans (Each) \$5.00 in Gold

Any occupant or owner of an unwired house in Louisville may compete and may send in as many suggestions as he or she desires. The slogan submitted is to be judged by the Advertising Department of the company. In case any slogan submitted has been submitted by two or more contestants, there will be no division of the prize, but the full amount will be paid to each. Employees of the Louisville Gas and Electric Company and members of their families are not eligible to compete for the prize.

Children's Slogans Are As Welcome As Their Elders'

The following suggestions are offered to some you in preparing your slogan:

1st. Money invested in House Wiring pays 25%.

A first-class electric wiring complete with handsome electric fixtures and electric lights at a cost of \$25.00 may be secured for as little as \$10.00. The balance of \$15.00 may be paid in installments of \$5.00 each, or the entire amount may be paid in cash. The cost of the wiring is \$10.00, and the cost of the fixtures and lights is \$15.00. The total cost is \$25.00. The balance of \$15.00 may be paid in installments of \$5.00 each, or the entire amount may be paid in cash. The cost of the wiring is \$10.00, and the cost of the fixtures and lights is \$15.00. The total cost is \$25.00.

2d. Wired houses sell for more. Home owners want modern conveniences.

A Louisville real estate firm had for sale two houses, both with electric wiring, except they were not wired. The wired house was priced at \$25.00 more than the other. It was sold first, and the wiring cost more than \$25.00.

3d. Electric wiring is "Tenant Insurance."

The last of real estate sold by a local agent, was sold for two months, with a very slight chance of being sold. The agent was told to sell the house for \$25.00 more than the other. It was sold first, and the wiring cost more than \$25.00.

4th. Electric Service is Economical.

Many modern homes in Louisville are equipped with electric service at a monthly cost of \$1.00 per month. (1) saves a month's rent. (2) saves a month's rent. (3) saves a month's rent. (4) saves a month's rent. (5) saves a month's rent. (6) saves a month's rent. (7) saves a month's rent. (8) saves a month's rent. (9) saves a month's rent. (10) saves a month's rent. (11) saves a month's rent. (12) saves a month's rent. (13) saves a month's rent. (14) saves a month's rent. (15) saves a month's rent. (16) saves a month's rent. (17) saves a month's rent. (18) saves a month's rent. (19) saves a month's rent. (20) saves a month's rent. (21) saves a month's rent. (22) saves a month's rent. (23) saves a month's rent. (24) saves a month's rent. (25) saves a month's rent. (26) saves a month's rent. (27) saves a month's rent. (28) saves a month's rent. (29) saves a month's rent. (30) saves a month's rent. (31) saves a month's rent. (32) saves a month's rent. (33) saves a month's rent. 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A Letter-Writing Contest for Little-Girl Toy-Range "Prospects"

Each little girl who came past the Western Electric Company's booth at the New York Electrical Show last month was handed an illustrated folder inviting her to write a letter on the subject "What I Would Do with a Junior Electric Range if I Had One."



Junior Cook Book

Contains printed recipes and space for writing in your own favorite recipes. Also, has to send out certificate for party and other information of interest to little girls.

How to Win A Western Electric Junior Range

Every little girl likes to play house and cook. Here is an opportunity to win a real electric range that actually cooks and bakes real food. The contest is open to all little girls under twelve years of age.

All that is necessary is to write a letter on the subject "What I would do with a Western Electric Junior Range if I had one". The little girls who write the ten best letters will each receive free a Junior Range complete, as shown, with kettle, skillet, lake-pan, Junior cook book, and cord with switch and plug ready for attachment to the electric light socket.

The only other conditions besides the age limit are that one of the cards below must be filled out by a parent or adult and mailed or delivered to the address on the opposite side on or before November 1st, 1916.

Also, the other card must be filled out and sent or delivered with the letter on "What I would do with a Junior Range if I had one", not later than December 1st, 1916, to any Department Store, Toy Shop, Electrical Store or Electric Light Company's Show Room where the Junior Range is on display, or to the nearest store of the Western Electric Company, at 105 West 40th Street.

The judges of the contest will be prominent business and electrical men of New York City. The announcement to the ten prize winners will be made sometime before December 15th, 1916.

Don't forget! All little girls under the age of twelve are eligible, and the Range is absolutely free to the winners.



As Arrived

Parent's or Adult's Card

Western Electric Junior Range Contest

No. **7548**

Name of Parent or Guardian.....

Street Address.....

City.....

State or P. O.

Child Contestant's Card

Western Electric Junior Range Contest

No. **7548**

Name of Child.....

Age.....

Street Address.....

City.....

State or P. O.

Folder Explaining Contest Below Are Coupons to Be Filled In By the Parent and the Child Contestant

For each of the ten best letters received from little girls under twelve years of age before Dec. 1 the company will donate one of these Junior ranges. A coupon on the folder provided for sending in the parents' name to the company before Nov. 1, thus affording a preferred prospect list for local salesmen. The child's own essay, accompanied by a correspondingly numbered coupon may be sent in to any electrical dealer or store where the Junior range is on sale.

The company recently issued a very attractive folder descriptive of these toy ranges and upon the cover of this appeared the pictures of two little girls. At the Electric Show the same little girls who had posed for the cover picture were induced to help at the company's booth. Enlargements of the picture in which the children ap-

peared were prominently displayed about the booth. The appearance of the little girls themselves, dressed just as they were in the picture, drew much attention and added real human interest to the display.

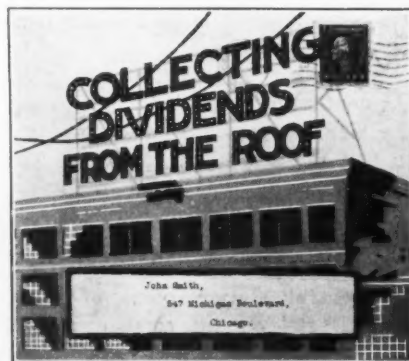
"Collecting Dividends from the Roof"

Under the above caption, the Commonwealth Edison Company of Chicago has issued an attractive little folder to encourage the installation of roof-top electric signs. To quote the words of the booklet:

"In the days that are past but not forgotten, roofs were put on the tops of buildings for the sole purpose of protecting the occupants from the wind and rain. * * * One day some industrious individual saw that up there in silent space was a prominent position for the advertising message, so the roof sign was created.

"The electric roof sign * * * constantly displays the advertiser's name in a way that attracts attention at night. The letters of fire stand out pre-eminent against the night sky. These little electric signs sown in the black night reap a harvest of returns. Many firms, which are not doing any local business, find the electric roof sign a means of establishing prestige. From its place on the roof the electric sign commands a vast territory—persons on foot, in street cars and in automobiles are sure to read it when passing near by.

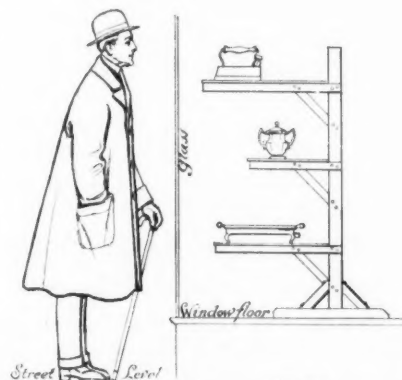
"Our new sign catalog, describing many different styles of electric signs, will be sent to you on receipt of the enclosed postcard. Also, if you wish we will plan your electric sign and submit lighting estimate free of charge. Mail the card to-day to insure delivery of free sign catalog."



A Bulletin to Boost Roof-top Electric Signs

Bringing the Goods Up Close

Windows having a low floor seldom offer a good opportunity for the display of such small wares as toasters, flatirons, etc., unless these items are utilized in connection with a quite elaborate setting. An electrical merchant in New York solved the problem by building a display rack like the following:



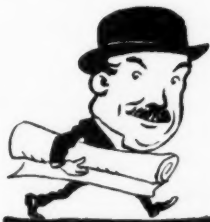
Show-window Rack Designed to Bring the Goods on Display Within Close View of the Passers-by

The top shelf, it will be seen, is about on the level of the average person's eye and is set in the window so that the appliance is within only a few inches of the glass. This brings the display up close and is almost as effective as placing the goods in the observer's own hands. The rack can be made by anyone who is handy with tools, the materials being a few strips of wood, some thin boards or glass for shelving, and a tin of dark stain for finishing.

Illustrated Letter Effective

A Missouri dealer recently tried out a novel plan in circularizing his trade. Realizing that illustrations add wonderfully to the effectiveness of a newspaper advertisement, he wondered why the same would not be true with letters.

From manufacturers he procured a number of small cuts, showing various electric appliances in use in the home, and these he had printed on the left-hand margin of a bunch of letter-heads. The letters were then prepared with great care. The finished product was indeed attractive and interesting, commanding the attention of practically everyone receiving it and producing highly satisfactory results.



HINTS FOR THE CONTRACTOR

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Have You Revised Your Window Price Cards?

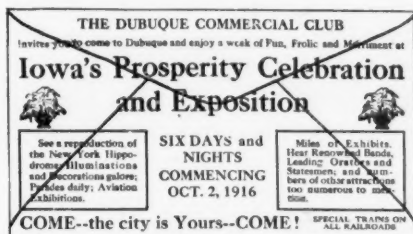
At a recent convention of dealers and contractors in Stockton, Cal., one of the officers of the contractors' association found time to visit some of the Stockton electrical supply stores between sessions. In making an address at the closing meeting he said that in the course of this inspection trip he had found one window quoting old prices on standard stock that had been raised twice since the quotations displayed were in force. Another shop featuring lamp sales was itself dimly lighted and offered the worst kind of an example to prospective commercial customers.

The speaker had visited only two or three shops, evidently while the proprietors were out, but immediately after the conclusion of his remarks on the convention floor the proprietors of four Stockton electrical supply shops separately drew him aside and each asked if it was his shop to which reference had been made. Moreover, the joke of the matter lay in the fact that the stores criticized were not operated by any one of the four whose consciences had pricked them.

Getting Behind the Civic Movements

C. H. Keller, proprietor of the Keller Electric Company, Inc., has been consistently a booster for the civic activities of his city—Dubuque, Iowa.

An instance of this aggressiveness and loyal support comes to us

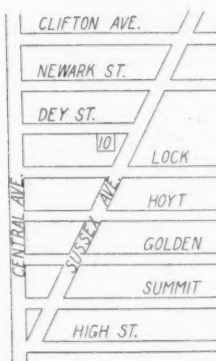


One Dubuque Contractor Sent Envelopes Like These to Out-of-Town Correspondents

on the back of his envelope, inclosing a recent communication, in the form of an invitation urging everyone to be on hand for Dubuque's big prosperity celebration and exposition, given under the direction of the Commercial Club, of which Mr. Keller is a member.

There is no questioning the value of boosting such enterprises, for a notice of this sort telling of a good opportunity to come to the city may offer just the little special inducement necessary to get a good customer started on his way to the city, and the personal contact following is almost sure to make relations better for future business.

A Map on the Back of the Contractor's Business Card



This Little Map on the Back of the Stanton Electric Company's Business Card Shows the New Customers the Way to the Company's Office

The Stanton Electric Company's office is off the main business thoroughfare of Newark, N. J. Hence, to direct customers to the office the back of the company's business card carries a little map showing the location of the Stanton company at 10 Dey Street, with respect to the principal streets of the town.

This novel little idea might be used to advantage by almost any dealer or contractor.

Do You Emphasize Quality When Submitting Bids?

Here is a copy of the reminder sheet which is attached to every bid that goes out from the office of a successful Eastern electrical contractor:

PLEASE READ THIS CAREFULLY

Facts and figures backed by testimonials tell the truth.

We shall be pleased to show you our estimate sheet on which every item is carefully figured and nothing but the *best* of materials considered. Furthermore, we have numerous testimonials showing that during our twenty-five years in the contracting business we have in every case treated our customers as we like to be treated by those from whom we buy.

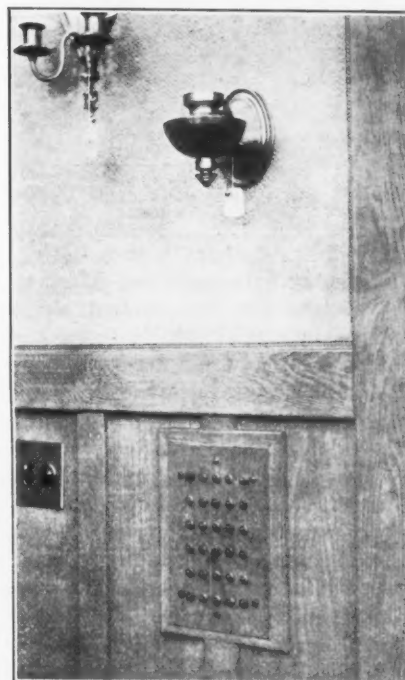
Every man we send on a job is a specialist on that particular work to which he is assigned—hence we can figure a low labor cost. Our large volume of business, combined with efficient business management, gives us a small overhead. We figure only a reasonable percentage of profit.

There are so many ways electrical work may be "skimped" with cheap materials and unreliable workmanship, that not only your satisfaction but your pocketbook demands that your wiring be done by a thoroughly and proven reliable firm.

If our bid is high you can guess the reason. Our figure is such that when the job is finished you will be one of our satisfied steady customers.

Compact Control Panel for Fixture Salesroom

In the fixture salesroom of the Tuohey Company, Springfield, Mass., an unusually compact panel carrying thirty lighting switches of the push-button type is used to control fixture



This Compact Panel, Measuring Less Than 8 by 12 in. Over All, Controls Thirty Fixtures

outlets. The switches are of the Cutler-Hammer 300-watt canopy type and the entire panel measures only 7.5 in. by 11.5 in. over all, and is mounted flush with the wall. The switches in the panel are spaced with the buttons only 1 in. apart vertically and 1.5 in. apart horizontally. In the room where the photograph was taken there are forty-five outlets all told.

The walls are provided with an attractive covering of friar's cloth painted in cold gray, a neutral tone which shows off the fixtures to great advantage. "It has been found that this neutral tone," says W. K. Tuohey, "appeals to persons in moderate circumstances, whereas too elaborate furnishings and an excessive use of plush often convey the idea, though wrongly, that modern fixtures are too costly for young couples of small means or others with limited pocket-books."

A Home-Made Reflector That Did the Trick



Dishpans and Looking-glass Made Up this Improved Reflector

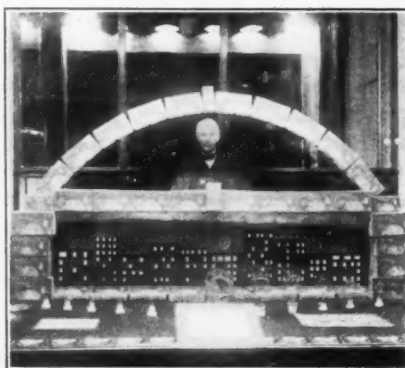
A photographer who had landed the job of taking all the photographs at a large industrial exhibit found that the authorities would not let him use flashlight powder. He had little time to buy a special equipment, and therefore employed an electrical contractor who, in a few hours, made the one illustrated. It is built up of a snap switch, a mogul socket, a 500-watt nitrogen lamp, a 6-inch tin reflector, three ordinary dish pans, and a piece of mirror 2 feet square. The largest pan is 16 inches in greatest diameter and about 5 inches in height. The height of the middle pan is 2½ inches and the pan next to the reflector is

4 inches. The bottoms of the pans were cut out and soldered together in the manner shown. The mirror glass was cut into keystone shapes and was fitted in the mirror with rivets and little square pieces of tin.

A Contractor's Moving House-wiring Window

BY FAY E. COLT

The accompanying pictures show two windows of the Electric Supply & Fixture Company at Walla Walla,



This Walla Walla Contractor Reproduced the Skyline of His City's Main Street in Miniature, Showing Lighted Windows, Electric Signs, Etc., All Cut Out of the Cardboard Background.

Wash., that drew crowds of passers-by and secured much wiring business.

A section of a house is shown in one display. The left-hand compartment reveals a mechanical-doll wireman "pulling in" a wire. The second space shows a miniature workman boring a hole, and the third shows the convenience that the wired household brings to the housewife, who touches the new switch and floods the room with light. The dolls go through every

working motion, making the whole effect very realistic. The mechanism of the window was simple.

The other window, which was also a simple one to make, reproduced the skyline of one of Walla Walla's business streets. The buildings were painted in outline in solid black, the windows being cut out with a chisel. Tissue paper was pasted over the back of the buildings and the lighting from behind the cut-out gave the effect shown. This lamp window increased lamp sales about 15 per cent.

Advertising for Motor Maintenance Business

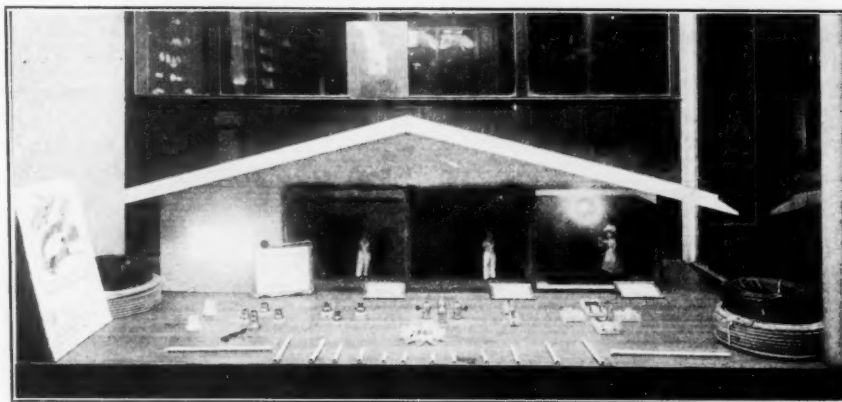
By sending out a return postcard advertising folder to each prospect once a month, a motor maintenance company on the Atlantic seaboard has obtained a large percentage of inquiries which later were turned into real business. One side of the folder bore the following legend:

THINK THIS OVER

A small yearly charge will keep your motors continuously in proper running order. We maintain motors by the year,—have a regular inspection system for motors, look after them, and make installation of temporary motors in case of a breakdown;—in other words, we *Keep You Running*. You would not be without insurance, *Why Be Without Motor Maintenance?* The cost is very little.

(Name and Address)
(Phone Number) Call us up. Our representative will explain our system to you. *Try us out for a year.*

Forming part of each folder was a return post card addressed back to the maintenance company and so arranged as to be easy to fill out.



The Doll "Wireman" at the Left Goes Through the Motion of Actually "Pulling In" the Wire, the Second Workman Is Boring a Hole, and the Housewife at the Right Gaily Tests Her New Push-button Switch

How the Manufacturers Help at Christmas Time



WITH the record of the last few years in mind, it is interesting to think of what the Christmas selling season would be this year if the support of manufacturers' publicity were suddenly withdrawn. Few of us appreciate to what a large extent the manufacturers provide the ammunition for this campaign and how far the local electrical man relies upon it for the winning of his Christmas profits.

But consider the average dealer. What does he do at Christmas time? He decorates his store, displays his goods and trims his window; but from that point on he looks to the manufacturers of the goods he sells, for help. He needs posters, he needs window cards and price cards, window displays and folders to describe the different gift appliances. He needs mailing folders, shopping lists, etc., to mail out to his customers, and all the wide variety of car cards, movie slides and any other bit of advertising that is different and will help him sell. He calls for it and gets it.

Almost all the manufacturers have prepared good publicity material for the dealer's use this year. Naturally

the larger companies have gone into the matter more extensively and elaborately, since their product is more varied and needs more advertising to present it. Also, it has come to be almost the rule that these campaigns are powerfully supported by national publicity, display advertising in the popular magazines that go into the homes in every city and are eagerly searched each year by the Christmas shopper in hope of finding new suggestions. These ads tie up with the local advertising that the dealer uses and complete the contact, bringing the message home.

The Christmas campaign booklet recently issued by the Westinghouse Electric & Manufacturing Company this season is most elaborate, embracing the full scope of dealer help literature. There is a series of advertisements in the popular magazines and a series of newspaper ads for the dealer to insert in his local papers, that by using the same picture ties right up to the magazine ads. There are window cards, large posters and a variety of smaller cards for use in the store displays. Another interesting feature is a window design stand which the dealer will find most helpful in displaying appliances in the Christmas window. There is also a Christmas-list-gift-folder for sending out direct by mail.

The Western Electric Company has developed a most complete dealer help manual, designed to carry the local merchant right through the Christmas shopping weeks, beginning with the opening of America's Electrical Week.

The General Electric Company's contribution to the trade is set elaborately in the Electrical Week-Christmas number of the *Electrical Advertiser*, which has been widely contributed, enclosing samples of a wealth of Christmas printed matter that will put every G. E. dealer into the local market with convincing strength. The General Electric magazine displays will, of course, be focussed on the holi-

day appeal and bring a powerful co-operation.

The American Ever Ready Works is backing the Ever Ready Flashlight dealer with a series of elaborate Christmas window displays. The Hotpoint Electric Heating Company has planned a series of compelling advertisements which will reach the eyes of every shopper with repeated impulse through the shopping weeks, and every Hotpoint dealer will tie into them by the distribution of Hotpoint folders direct by mail. Landers, Frary & Clark are furnishing the dealers with handy booklets that lay the scope of the Universal line before the people. The American Electrical Heater Company, Detroit, has issued "Seasonable Suggestions" in Christmas dress. The Apex Electrical Manufacturing Company, Cleveland, Ohio, emphasizes the vacuum-cleaner



Electric Heating Pad in Its Christmas Package

gift idea in timely electrotypes for the dealer.

The Hoover Suction Sweeper Company, New Berlin, Ohio, will observe Hoover Day, Dec. 13, with a window contest in which prizes totaling \$250 are offered. Attractive Christmas literature and popular advertising features the gift value of the electric suction sweeper.

Among the attractive Christmas packages of the season is that pictured herewith which incloses the warming pad made by the Scientific Products Company, Stuebenville, Ohio. Dealers are also furnished with attractive heating-pad literature and window trims.

Each manufacturer has endeavored to bring into his printed matter all the originality and distinction needed to bring ample response to the dealer in good cash profits. There is enough good stuff among the material offered in support of the varied lines to equip each dealer bountifully. Make use of it and let this Christmas mark a new record for your store.



The manufacturer is holding out a friendly helping hand to every dealer. Are you reaching out for it?

Dealer's Case for Flashlight Display

To provide an attractive counter showcase for dealers who sell Franco electric flashlights, the Interstate Elec-



Dealer's showcase for displaying complete line of flashlights

tric Novelty Company, 104 South Fourth Street, Brooklyn, N. Y., has prepared the exhibit case pictured, which displays one of each type of the varied line of flashlights and hand lanterns which make up the Franco line. These showcases are billed to dealers for \$4, which amount is credited back to the dealer when he has purchased \$100 worth of flashlights.

A Sales Text-Book for the Lamp Dealer

"How to Succeed as a Mazda Lamp Merchant" is the title of a practical and engaging little 160-page book just issued by the National Lamp



Works of the General Electric Company, Cleveland, Ohio, compiled from the experience of successful lamp dealers. "Perhaps this is not a 'book' in the ordinary sense," reads the preface. "It is simply a series of guide posts set up for people who prefer to

let others make their mistakes for them. Every sentence represents the experience of some other fellow." Many well-known lamp sales specialists contribute chapters.

Prize Awards in Dealer-Help Fan-Window Contest

A notable example of the service which the distributors of electrical merchandise are rendering to the electrical dealer and merchant to encourage the adoption by retailers of modern merchandising methods which make for a larger volume of sales, is the fan window contest which has just been closed by the Western Electric Company with the award of \$250 in prizes for the best ten window displays submitted.

Not only were direct dealer helps for window trim and suggestions for their use furnished in this instance, but through the prize contest, open to any retailer of fans, the dealer was actually rewarded in cash for his adoption of the up-to-date merchandising suggestions spread before him. Aside from the window-display outfit, which included display cards, signs, stickers, ribbons, etc., the Western Electric Company offered the dealer a complete set of electrotypes for newspaper "ads," folders, and lantern slides for motion-picture-show publicity.

The first prize, \$100, was unanimously awarded by the judges to the Wheeler Company, electrical dealer, Kansas City, Mo., which had offered a novel display showing a toy "trainload of breezes from the cool Alaska seas" being delivered to the swelter-

ing city. Second prize, \$50, went to the New Orleans Railway & Light Company; third prize, \$25, to L. S. Ayres & Company, Indianapolis, Ind.; fourth prize to the Sanner Hardware Company, Shamokin, Pa. The remaining six prizes, each amounting to \$10, were awarded, in the order named, to Shotwell, Bennett & Williams, Wilkes-Barre, Pa.; Central Electric Company, Watsonville, Cal.; St. Clair County Gas & Electric Company, Belleville, Ill.; the Electric Shop, Park Ridge, Ill.; Marshall Electric Company, Marshalltown, Ia., and the North Avenue Electric Shop, Chicago, Ill.

Auto First Prize in National Lamp Window Contest

The National Lamp Works, of the General Electric Company, Cleveland, Ohio, for the second successive year is conducting a show-window trimming contest among its distributors all over the country. Sixty prizes are offered, ranging from a Ford touring car to \$5 in cash. To every entrant in the contest a thirty-two-page album entitled "How Sixty Window Experts Display National Mazdas" is being sent. This publication contains pictures of sixty of the best trims produced in last year's contest, with explanatory text emphasizing the features that lend selling value to each display.



"A Trainload of Cool Breezes from Alaska Seas,"—the Kansas City dealer's display which won the \$100 prize in Western Electric window contest. In this contest the company offered the dealers window ideas and trim, and rewarded them for up-to-date merchandising methods

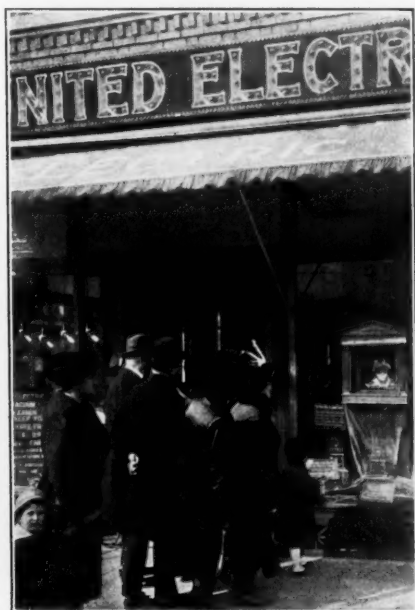
NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market

Motion-Slide Window Display Device

The principle of the familiar little motion-picture novelty by which two or more pictures, alternately concealed by a series of parallel black lines, are brought into view in succession, producing the appearances of movement in the picture, has been adapted by the Mott-le-Gaige Animated Advertising Company, 226 West Forty-second Street, New York City, to a projection apparatus for show-window and exhibit-booth display.

The picture, or transparency, is photographed on glass, and the animation or moving-picture effect is pro-



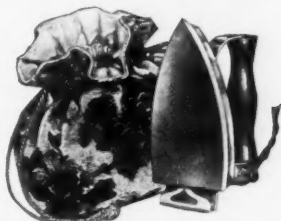
Motion Slide Device in a Display Window

duced by the movement of the glass plates. A magazine containing thirty of these glass plates feeds them in succession and at fixed intervals to the plate slide.

The projection, 10 in. by 12 in., or larger if desired, is made through a shadow box. This shadow box is set in place, and the surrounding space in the window decorated with the article to be advertised. The machine is conveniently operated by a drop cord from any electric light outlet. Seven and a half minutes—or fifteen seconds' exposure for each of the thirty slides—is required for each revolution of the magazine. The illustration shows the window display of the United Electric Light Company, New York City.

Small Electric Iron

A boudoir electric iron is now made by the Hotpoint Electric Heating Company, Ontario, Cal., and being placed on the market with a dainty bag of



Boudoir Iron and Its Dainty Container

Franconia art fabric in colors that harmonize with the popular shades of gowns and house decorations. The iron weighs 3 lb., is finished in highly polished nickel, intended for the convenient use in the boudoir, the nursery, the sewing room and by the college girl or the traveler. The face of the iron has a beveled edge, permitting its use under and between ruffles, plaits and tucks. The bag serves as a container for the iron when not in use.

Electric Coffee Filter

An electric attachment is now furnished by the Silex Company, 45 High Street, Boston, Mass., for all models of the four-cup and six-cup sizes of its all-glass coffee filters. These devices

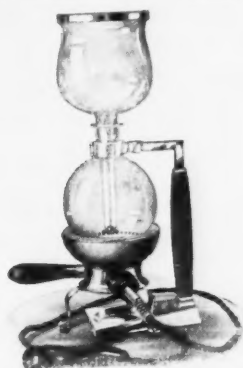


Fig. 1—An All-Glass Electric Coffee Filter

are as serviceable as they are attractive and bring coffee making to the dining room without the disadvantages of the alcohol lamp. The lower part of the attachment stand contains the heating element, which is built for 110 volts and takes 4.5 amp. All contacts and con-

nections are designed in accordance with the underwriters' rules.

The filter can be also used for brewing tea, heating water, milk or for boiling cocoa, and the heating unit can also be made use of separately, as shown in Fig. 2, in conjunction with other re-



Fig. 2—Electric Heating Unit

ceptacles for egg boiling, making toast and the like. Sanitary advantages are among the important claims of the maker for this coffee filter, since there are no nooks or corners where coffee grounds can lodge and no complicated parts that are difficult to clean.

Mystic Window Display Device

A novel window display device, made by the New Method Advertising Company, 47 West Thirty-fourth Street, New York City, is shown in the accompanying illustration. This contrivance consists of a table supported by a base 22 in. square and 1 in. thick. The top of the table is 19.5 in. square and 1 in. thick covered with heavy plate glass. This construction, it is



Novel Advertising Device for Window Displays

pointed out, permits the public to see through the device, eliminating any suspicion of a concealed mechanism. On the plate-glass top of the table is placed a nickel carriage 10 in. in length, 3.75 in. in width and $\frac{3}{4}$ in. in height. To this carriage a card 7 in. by 13 in. can be attached. This carriage is made to move with an irregular motion over the entire glass surface, and so perfectly is the illusion that mechanical or electrical theories that may be advanced to explain the method of operation cannot be easily verified. The manufacturer claims that the construction of the device is so simple that it will not get out of order, and that an inexperienced person can set it up in a few moments, and adjust it to the speed desired when it will operate until stopped. The device will operate on direct or alternating current and takes about 0.4 amp.

Electric Household Coffee Mill

An electrically-operated coffee mill is now manufactured for home use by the Hamilton-Beach Manufacturing Company of Racine, Wis. The motor is rated at 1/12 hp. and operates on

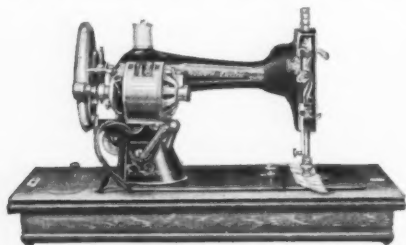


Electrically Operated Coffee Mill for Home Use

either a.c. or d.c. circuits. The mill can be adjusted for fine or coarse grinding, and is equipped with two sets of knives for this purpose. All parts are readily accessible so that the mill can be taken apart very easily for cleaning purposes. It is completely nicked and has a very handsome appearance.

Portable Electric Sewing Machine

The Western Electric Company, Inc., is offering the trade this fall a portable electric sewing machine, which can easily be carried from room to room. The



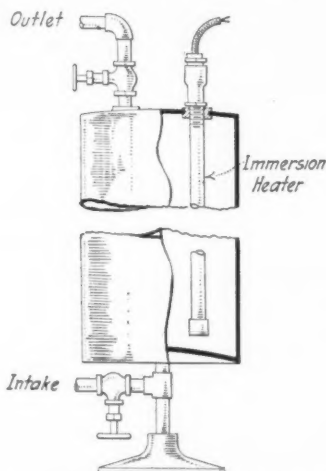
Portable Electric Sewing Machine with Cover Removed

entire equipment—the sewing machine head and the motor—is completely inclosed in a quarter sawed oak cover which occupies only a small amount of space, and when not in use may be placed out of the way in a closet or under a couch.

The important features of this machine are its portability and its operation from an ordinary lamp socket on either direct or alternating current.

Immersion-Type Water Heaters

An immersion-type unity power-factor electric water heater, designed to fit an ordinary commercial 30-gal. or 40-gal. upright tank, is being made by the Lee Electric Radiator Company, 1266 Peoples Gas Building, Chicago, Ill. It consists of an iron pipe partly filled with oil in which the heating element is immersed. The pipe measures 54 in. by 0.75 in. inside diameter, and is equipped at the top with a standard thread so that it can be screwed into the standard opening always placed at the top of the tank. The lead-in wires are brought out through a fluid-tight electric coupling of special design. The chromel-wire heating element wound on a 0.5-in. special core occupies only about the bottom one-third of the pipe. Being surrounded by oil, however, and held away from the sides of the pipe by insulating spacers it is claimed that it creates, when hot,



Side Elevation of Hot Water Tank, Showing Location of Immersion Heater

a circulation in the oil which heats the pipe along its entire length. Extending practically the entire length of the tank as it does, this heater forms an avenue of transit for the heated water so that it will quickly rise to the top of the tank where the outlet is located.

A feature of this heater is the heat insulating tank cover which is always furnished with it. This cover is made in layers of 0.5-in. hair felt, 1/16-in. asbestos and one thickness of canvas, and can be wrapped around the tank and laced. Tests have shown its specific heat loss to be 0.3 B.t.u. per square foot of surface per hour per degree Fahrenheit, difference of temperature. This loss is 0.2 B.t.u. per square foot of surface per hour per degree Fahrenheit difference in temperature less than that recommended as suitable by the

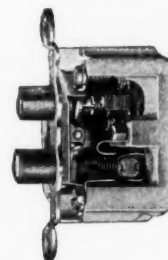
range committee of the National Electric Light Association.

These heaters are made in 500-watt, 750-watt, 1000-watt, 1500-watt and 2000-watt sizes, although the three latter types are not listed and are considered special equipments. The performance curve of a 750-watt heater inserted in a 30-gal. covered tank is given herewith.

Electrolier Push-Button Switch

An adjustable electrolier switch, with a standard push-button mechanism, to control two or three circuits, has just been placed on the market by the Arrow Electric Company of Hartford, Conn. This switch has the appearance and action of an ordinary single-pole push-button switch, in that pushing the pearl button connects the circuits and pushing the black button disconnects the circuits. The black button, however, has an additional function. It can be rotated whether the circuits are closed or open to four different positions, giving four combinations of lighting circuits. This button is so shaped at the end that it offers a gripping surface and also indicates by sight or touch the circuit on which the switch is set. The maker points out that it is not necessary to operate this switch through the various combinations to get to the "off" position, or to make two or three useless turns or pushes to get the desired circuit. Neither is it necessary for the lights in the room to be turned off even momentarily to get another circuit, or a different combination of lights. The black button by its rotating movement can be set at whatever circuit is desired and then the switch can be operated as a single-pole switch on that circuit.

In most electrolier combinations there is one circuit or set of lights which is generally used. The other circuits, or lights, are only used occasionally. With this switch the black but-



Adjustable Switch That Gives Four Combinations of Circuits

ton can be set on the circuit most generally used and the switch will then operate as an ordinary push-button switch on that circuit, entirely disregarding the other circuits. These, however, can be brought into service by simply rotating the black button.

Automobile Warning Signal for Night Driving

The warning signal shown herewith has been put on the market recently by the Amulet Electric Company, 136 Liberty Street, New York City, to serve the same purpose at night that holding out a hand indicates in the daytime. This device consists of a translucent member in the shape of an open hand. At the wrist is attached a flashlight, which when lighted illuminates the hand a brilliant white or red, and enables it to be seen a long distance at night. The flashlight may be detached from the hand and used as a trouble light. The manufacturers claim that, inasmuch as signals by hand are generally used in the daytime to warn on-coming automobilists to stop or changing their course, an illuminated hand is bound to give instant warning at night, whereas rear-end signals may not be seen as quickly.

Sewing Machine Motor and Attachment

An improved sewing-machine motor is being manufactured by the Wisconsin Electric Company of Racine, Wis., which fits any make or model of sewing machine and is particularly well adapted for application to drop-head machines. Two prongs equipped with thumb-screw attachments fasten into the belt holes of the machine to hold the motor in place, and simple adjustments allow the motor to be adapted to any variation in height of the hand wheel or distance of the hand wheel from the sewing machine's head.

When the motor is in operation a strong spring holds the driving pulley



Motor Attached to Drop-Head Sewing Machine

firmly against the hand wheel. When not in use the motor can be dropped to one side, where the spring holds it beneath the head of the machine. In this manner the head, with the motor still attached, can be lowered into the cabinet of the machine, as shown in the illustration.

A Porcelain Cleat-Base Receptacle

The Bryant Electric Company, Bridgeport, Conn., has recently placed on the market a porcelain cleat-base type of receptacle for knob and tube and other exterior wiring. It is pointed out that this device is particularly useful where the local wiring rules require covered connections. As will be noted from the illustration, the base is made in two parts, one of which can be fastened directly to the ceiling, and permits fastening of the wiring to the terminals before the top part of the device is attached. Furthermore, as will be noted, the device is so made that it is possible



Porcelain Cleat Base with Receptacle for Exterior Work

to use with it practically any one of the twenty-seven "New Wrinkle" bodies (sockets, switches or receptacles) made by this company.

A regular "New Wrinkle ring" or cap collar is permanently fastened in the opening of the base, which makes it possible to readily attach the bodies by means of novel spring clip fastenings in the corrugated ends of standard "New Wrinkle" shells. By means of this base it is claimed that it is possible to not only make a more convenient job—more readily installed—but a more finished job, and one that complies with requirements for this class of work. As will be appreciated, this device is also particularly applicable where exposed wiring is used for temporary or permanent decorative purposes.

Vest-Pocket Flashlight

Recently there has been added to the Diamond group of flashlights, handled by the Import Sales Company, 318-324 East Thirty-second Street, New York City, a small vest-pocket size for which certain advantages are claimed. This convenient pocket flashlight has a clip which prevents the battery from short-circuiting and the lamp from being lighted in the pocket unknowingly. It is simple to reload, having two contacts inside the case enabling the battery to be inserted in the case in two ways; that is, with the side battery connection on either side of the case. Attention is called to the fact that the outside clip contact adds considerable value and efficiency to the popular size with nickel-plated case and has all the advantages of the fountain-pen flashlight, with the additional advantage that it is large enough to hold an efficient battery.

Weatherproof Sockets

A line of pull, key and keyless sockets for resisting damage by exposure and chemical action has been placed on the market by Harvey Hubbell, Inc., Bridgeport, Conn. These weatherproof sockets have an aluminum cap, the bushing of which is tapped with a 0.5-in. thread inside and a 0.75-in. thread outside. They are designed primarily for use as a part of outdoor fixtures. The fixture canopy may be dropped over the socket cap, leaving the threaded bushing protruding through, and to this bushing a lock nut may be threaded to hold the canopy rigidly in place.



Outdoor Socket

The unit can then be screwed to either a hollow gooseneck or bracket through which the wires pass. This, the maker states, is only one of a large number of uses to which this line of sockets may be adapted.

Show Window Lighting Reflectors

"C Lamp Scoop" and "C Lamp Hood" are two trade names assigned by the National X-ray Reflector Company, 235 West Jackson Boulevard, Chicago, Ill., to two new styles of show-window lighting reflectors which are intended especially for 75-watt, type C lamps. These reflectors, one of which is illustrated here, are similar in design to the reflectors which are now on the market and known as the "Scoop" and "Hood." They have a finer system of corrugations than was formerly employed in the latter designs. These fine corrugations, it is claimed, are necessary to properly break up and distribute the light from the brilliant concentrated filament of the lamp. The "C Lamp Scoop" is intended for windows of average proportions where the trim is comparatively high on the background.



Fig. 1—Lamp Hood Suitable for Shallow Show Windows

The "C Lamp Hood" produces a higher concentration of light in the window, and is therefore suitable for show windows which are shallow from glass to background and of average height. These reflectors are intended for windows having a maximum height of about 9 ft.

Feed-Through Flatiron Switch

The Hart Manufacturing Company of Hartford, Conn., has started to manufacture a line of feed-through switches



Fig. 1—Assembled Feed-Through Switch

differing essentially in principle from the regular "Diamond H" line. One form of this switch, used in connection with the "Universal" flatiron is illustrated herewith. The switch parts are contained between two sections of moulded insulation held together by a strap which also serves to hold it to the iron in question. A spring and pin inclosed within the push button operate the cam of a pivoted switch lever on the end of which is the current-carrying contact which bridges the circuit or ruptures it according to which

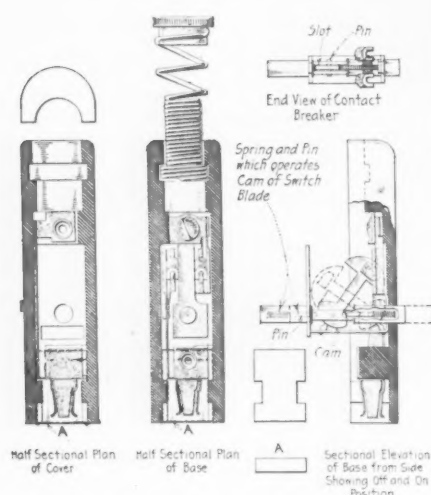


Fig. 2—Construction of Feed-Through Snap Switch

side is pushed. The action is easy and the make and break contact is effected with a snap. A removable flexible spring re-enforcement is provided for the conductors used in placing the iron in circuit and usual spring clips make contact with the current-carrying

prongs of the flat-iron. A sectional view of the switch shows its makeup and action. It is the expectation of the Hart Manufacturing Company to place on the market, shortly, a pendant switch operating on the same principle, together with a line of feed-through switches.

Electric Washing Machine

The washing machine illustrated is made by the Federal Sign System (Electric), Chicago, Ill. It has a capacity of twelve sheets, and is easily operated by a ¼-hp., Westinghouse alternating or direct-current motor. The machine is equipped with an extra high-speed wringer, also operated by the motor that drives the washer. To protect the motor in case of clogging of the wringer or washer cylinder, and to reduce the vibration and noise, a V-shaped Tanate belt drive is employed. The position of the motor and tension of the belt can be adjusted by an ac-



Electric Washing Machine with All Metal Construction

cessible thumb screw. The control system consists of a push-button switch and operating levers. A hand lever just below the switch controls the oscillating cylinder, while another lever just above operates the wringer in either direction. The wringer can be operated independently of the washer or in conjunction with it, if desired. A gage is furnished to insure proper water level, which is important to proper operation. Brass grease cups are also provided, the oiling holes being indicated by red arrows. Further features of obvious advantage are a reversible draining board and a safety appliance on top of the wringer permitting instant release of the rolls.

During its operation, the clothes are thrown back and forth against the

perforated sides of an oscillating drum and by this process the hot soapy water is squeezed through the fabric, while the working of the clothes loosens the dirt.

Electrically Operated Toys

The Swedish-American Telephone Manufacturing Company, 5242 Ravenswood Avenue, Chicago, Ill., is offering an interesting line of electrically operated toys for the Christmas trade. Besides the regular assortment of Boy



Fig. 1—Toy Telephone of Simple Construction

Scout telegraph instruments, wireless receivers, buzzers, flashlamp candlesticks and the like, the company has this year brought out toy ranges, electric toy engines and electric toy telephones.

The range, Fig. 1, is 7.5 in. long, 4.125 in. wide, 8.5 in. high and weighs but 2 lb. 7 oz. packed. It has a plate shelf at the top and is equipped

with cord, plug, attachable connector and two little cooking utensils. The heating element, which is rated at 275 watts, is arranged so that it can be easily removed and replaced. Cooking can be done in the oven on top of the stove.

The toy electric engine consists of two 2.25-in. magnets, which act on a lever bar and an eccentric to drive a 3.5-in. flywheel. The flywheel is copper-plated and the whole engine is finished in bright colors. When packed the engine weighs 2 lb. 4 oz.

The toy telephone, the manufacturer states, is the first electrically operated set of its kind. The instruments are made in both the wall type and desk

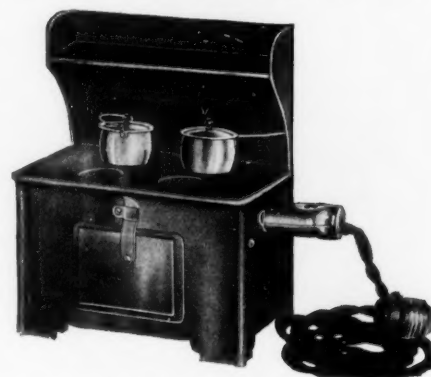


Fig. 2—Electrically Operated Toy Range

type. The transmitter and receiver are of the simplest possible construction and yet are effective. They are equipped with push-button and electrical signal for calling, and can be used to talk between rooms or between house and garage or barn.

An Electric Porcelain Percolator

A rather unique line of electrical percolators with a heating element embedded in the porcelain is being manufactured and marketed by the Roches-

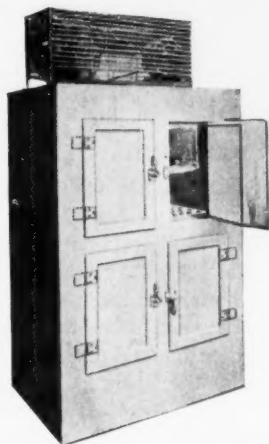


Artistic Porcelain Percolator Set

ter Stamping Company of Rochester, N. Y. The manufacturer points out that porcelain cracking due to high temperature is practically impossible because the expansion rate of the porcelain is the same as that of the metal surrounding it. It is also claimed that the metallic taste which coffee often has when made in the ordinary percolator is absent when the porcelain set is used. These percolators are furnished in two sizes and artistic shapes. The percolator illustrated is part of a set consisting of percolator, six fancy cups and a serving tray.

Household Type Refrigerating Machine

A motor-driven refrigerating outfit that can be installed on any household refrigerator is now being offered the trade by Isko, Inc., 1735 Mount Elliott Avenue, Detroit. The refrigerating



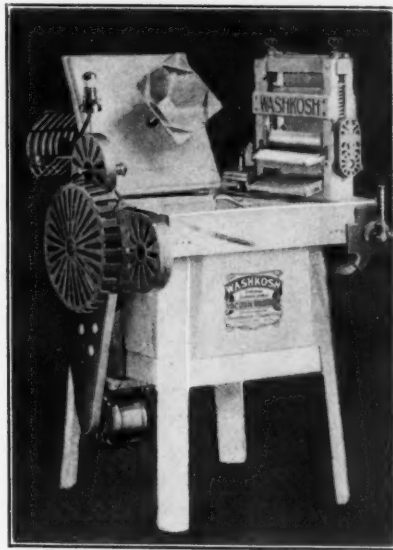
Motor-Driven Refrigerating Outfit

unit consists of a small motor-driven compressor, a series of copper coils surrounding the unit, another series of coils for the inside of the refrigerator, and a thermostat for controlling the operation of the machine. Liquid sulphur is used as the refrigerating

medium. This substance, which boils at 14 deg. Fahr. at atmospheric pressure, is pumped through the copper coils by the compressor. The motor is started and stopped at pre-determined temperatures by operation of the thermostat on the inside of the refrigerator. While the energy consumption of the device varies with the temperature of the room and the quality of the refrigerator on which it is installed, it is said that a fair average of energy used is about 1 kw.-hr. per day for ordinary refrigeration purposes. If the apparatus is used for making ice in the thirty-two small cube pans provided for this purpose, the energy consumption will probably be higher.

Motor-Driven Washing Machine

A motor-driven washing machine, known as the "Washkosh," is being offered the trade by the Banderob-Chase Company of Oshkosh, Wis. This is a vacuum-type machine, with no revolving parts, used in connection with a copperoid tub. The motion of a metal vacuum cup attached to the tub lid washes the clothes. In order to keep



Vacuum-Type Motor-Driven Washing Machine

the socket cord connected to the motor off the wet laundry floor, the cord motor leads are securely fastened to the side of the machine with electrical connection made by means of a plug receptacle at the top of the washer.

The main features of the machine to which the manufacturer calls attention are as follows: It is gearless and practically noiseless; it is driven by a belt and a solid shaft, with the shaft in the center to insure even washing action; it cannot stop on center; all working parts are covered by guards; the cover when it is open rests on two supports; the complete machine, exclusive of its electrical equipment, has only nineteen

distinct parts; the reversible wringer swings into three positions, and it can be stopped from either of two places.

Flexible Tubing Fastener

A fastener for securing 1/4-in. and smaller flexible tubing to switch and outlet boxes is now offered the trade by the McKee Wire Fastener Company, 431 St. Clair Street, Toledo, Ohio. The fastener consists of a piece of copper-plated steel wire No. 15 B W G, bent into the shape shown herewith approximately in full size. The ends of the wire are bent inwardly and at an angle with the plane of the fastener, with sharp ends designed to engage the surface of the flexible tubing over which



Shape of Fastener for Flexible Tubing

the device is placed. It is claimed that the prongs will not penetrate the tubing sufficiently to injure the lining. When the fastener is placed over the piece of tubing extending through an opening into a switch or outlet box, and the tubing then pulled back until the fastener lies against the inner surface of the box, the inwardly projecting prongs will engage the surface of the tubing and hold the latter in place. The device will hold both the 1/4-in. and smaller sizes of flexible tubing.

A Portable Garage Lamp

A garage lamp, known as the "Alvo-Lite," which is designed to set on the floor and throw light up at various angles under an automobile, is shown in the accompanying illustration. This lamp is made by The A-A Electric Manufacturing Company of Bridgeport, Conn., and consists essentially of a strong spun-steel reflector, equipped with a socket and an adjustable spring-



Lamp for Working Beneath Automobiles

standard. A plug and 15 ft. of cord is attached. The manufacturer calls attention to the fact that the socket itself provides an easy handle when the lamp is used for trouble hunting. Any size lamp will fit but the 60-watt Mazda is best adapted.



GOSSIP OF THE TRADE



National Electrical Contractors' Executive Committee Plans Year's Work

Robley S. Stearnes of New Orleans, La., president of the National Electrical Contractors' Association, at a meeting with the executive committee of the association at Cleveland last month, emphasized his belief in a price preferential for N. E. C. A. members in buying goods. Colonel Stearnes holds the view that N. E. C. A. members are entitled to a better price because they are part of a great buying power and are responsible and reliable. He also believes that the association should have a trademark or emblem which will give its members preference over non-members.

The committee on "cost data" is now collecting information on unit cost of labor and material, and has

planned to have a national discussion on unit costs at the next annual convention of the association, which will be held at New Orleans in October, 1917. Harry C. Turnock of Cleveland is chairman of the committee.

Paul H. Jaehnig of Newark, N. J., as chairman of the legislation committee, is continuing his work of collecting laws and ordinances in various sections of the country to guide the association in its efforts for better electrical ordinances. Mr. Jaehnig expressed the belief that the National Electrical Contractors' Association should take active steps to bring about guaranteed wiring by the association for its members. W. C. Peet of New York City brought up the subject of estimates and said that electrical contractors should be protected in making estimates and bids so that a general contractor or house owner cannot use

one contractor's price to lower the price of another. The same sentiment was expressed by J. T. Marron of Rock Island, Ill., who suggested in addition that electrical contractors should be paid for bidding on contracts.

The national association now embraces in its membership more than 1100 contractors. George H. Duffield, 41 Martin Building, Utica, N. Y., is secretary.

Death of C. A. Littlefield

C. Alfred Littlefield, general agent for the New York Edison Company and former general secretary of the Commercial Section, N. E. L. A., and of the Illuminating Engineering Society, died of Bright's disease Oct. 23 at the age of forty-eight years. Mr. Littlefield had been in central-station work in New York City since 1891. He was a charter member of the Illuminating Engineering Society, and was active in its committee work, serving as general secretary in 1914 and 1915. For two years he was also the secretary of the Commercial Section, N. E. L. A., and last year acted as chairman of its publications committee.

* * *

Andrew M. Quist, head of the electrical contracting firm of A. M. Quist & Son, died on Oct. 28, of Bright's disease, at his residence, 2930 Atlantic Avenue, Brooklyn, N. Y. Mr. Quist was born in Copenhagen, Denmark, and is survived by his wife and two sons.

The Statue of Liberty to Be Flood-Lighted Dec 1.

The Statue of Liberty, given by the Republic of France to the United States, will be illuminated for the first time with its new permanent flood-lighting system on the night of Dec. 1, which will be celebrated as "Liberty Day," according to a program just announced by the Society for Electrical Development. As the Statue belongs to the nation, its flood-lighting on the eve of America's Electrical Week most appropriately inaugurates the national electrical celebration starting Dec. 2. It is proposed to reconsecrate the Statue with the presence of the President, possibly, the Atlantic Fleet, and prominent civic and governmental officials.



NATIONAL ELECTRICAL CONTRACTORS' ASSOCIATION EXECUTIVE COMMITTEE
MEETS AT CLEVELAND TO DISCUSS WORK OF YEAR

Top Row, left to right—H. C. Brown, Utica, N. Y.; S. E. Doane, Cleveland; W. C. Harrington, Cleveland
Second Row—Joseph A. Fowler, Memphis, Tenn.; George H. Duffield, Utica, N. Y.; George E. Shepherd, Wilkes-Barre
Lower Row—Paul H. Jaehnig, Newark, N. J.; W. C. Peet, New York City; G. M. Sanborn, Indianapolis, Ind.; J. T. Marron, Rock Island, Ill.; Col. R. S. Stearnes, New Orleans; M. G. Buchan, Cleveland; H. C. Turnock, Cleveland; J. S. Hilton, Syracuse



Tracy Bibbins, president of the Pacific States Electric Company, San Francisco, about to assault a defenseless golf-ball on the Wakiki links near Honolulu, where Hawaiian maids serve as caddies, strumming sweet strains of "Aloha Oe" on their ukuleles the while

Elliott Reid, advertising manager of the Westinghouse Lamp Company, was married Nov. 4 to Miss Gladys Sibley. Congratulations!

Abe Miller of the Miller-Selden Electric Company, Detroit, Mich., won first prize in the golf tournament at the Shaker Heights Country Club during the recent Cleveland meeting of the National Electrical Supply Jobbers' Association. A. J.



Harry Alexander on the breeze-swept pinnacle of Pike's Peak discovering Frank Dostal's town of Colorado Springs in the offing. Harry is the high-potential spizzerinktum who is putting the punch into the publicity for A. E. W.

Pizzini of the Western Electric Company won second prize.

Camille and Stephen Hennequin have purchased the electric shop of the E. A. Perkins Electric Company at 45 Water Street, Torrington, Conn., and will hereafter conduct the business under the firm name of Hennequin Bros. The latter company has been in business for 27 years, and has electrical supply stores at New Hartford and Finsbury, Conn., which it will continue to operate.

Walter D. Steele of the Benjamin Electric Mfg. Company, Chicago,



Walter Wells and E. W. Lloyd in uniform compare their experiences as past-presidents of the Edison Association and N. E. L. A. respectively

has been appointed chairman of the lighting-fixture section of the Associated Manufacturers of Electrical Supplies. Committees covering street lighting, interior lighting and industrial lighting fixtures were appointed at a meeting at the Hotel Biltmore, New York City, Oct. 25.

A. W. Baker, who has been new-business man for the Danbury & Bethel Gas & Electric Light Company, Danbury, Conn., has been appointed commercial manager of the Athens (Ga.) Railway & Electric Company, succeeding W. B. Strchbar.

W. B. Strohbar, who has been commercial manager of the Athens (Ga.) Railway & Electric Company, has



"Punch" taking a lesson in co-operation from James M. Wakeman, general manager of the Society for Electrical Development. Punch and his master were daily companions, a couple of years ago, on a 30-month riding tour that covered most of Great Britain, France, Germany, the Tyrol, Switzerland, and the Italian lake district, and restored Mr. Wakeman's health

been assigned to special sales work with the Mansfield (Ohio) Electric Light & Power Company.

E. B. Mallory has resigned as Eastern sales manager of the Economy Fuse & Manufacturing Company of Chicago. Mr. Mallory was at one time president of the company, but retired from executive work several years ago to devote his time to Eastern



J. D. Israel of the Philadelphia Electric Company, snapped amid the beauties of a cruise through the Thousand Isles



A most unusual photograph—fish overcome by a Gale on the lake—that is, F. H. Gale of Schenectady. Clarence Law of the N. Y. Edison is shown rocking the boat

sales, with headquarters at New York City.

W. H. Thomson, who came from Des Moines, Iowa, to Kansas City, Mo., several months ago to act as manager of the Kansas City Light and Power Company, has resigned, and is no longer with the company. An announcement says that since the company has an active president on the ground, in J. H. Lucas, a general manager will not be appointed.

Gail Reed, who has been general sales manager of the passenger car division of the Walker Vehicle Company, Chicago, has joined the organization of the Anderson Electric Car Company, which recently purchased the Chicago Electric passenger-car end of the Walker company's business. Mr. Reed has been active in association work in the electric



"Napoleon and the Little King of Rome"—being, of course, Napoleon Boynton of Nela Park, U. S. A., and not a king at all, but Miss Margaret Elizabeth, age 5 months

vehicle industry. He was president of the Chicago Electric Garage & Dealers' Association and chairman of the garage and rate committee of the Chicago Electric Vehicle Section, N. E. L. A.

The Trenton (N. J.) Electric Club will hold an electrical show beginning Dec. 1 and continuing until Dec. 6, inclusive. The club is spending a lot of money on the decorations and has arranged a fine musical program for every evening. It is expected that a big crowd will be present.

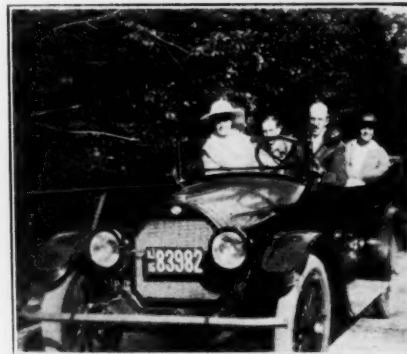
A. W. Baker, new-business man for the Doherty interests with the Danbury & Bethel (Conn.) Gas & Electric Light Company, is now new-business manager of the Athens (Ga.) Railway & Electric Company, succeeding W. B. Strohbar, who is on special work with the Mansfield (Ohio) Electric Light & Power Company.

Walter Kleine, who has been a Westinghouse salesman in New York City, has resigned his position there to take up new duties as power apparatus specialist of the Northwestern Electrical Equipment Company, New York City. Walter is one of the well-liked boys of the Westinghouse company and all his "firing-line" mates there have wished him "all success" in his new position.

The Majestic Electric Development Company, manufacturers of "Majestic" electric heaters, has announced the opening of an eastern factory and salesroom at 3631 North Smedley Street, Philadelphia, Pa., for the manufacture of "Majestic" electric heaters or room-warmers. Heretofore, as A. C. Parker explains, "it has not been able to properly serve the trade in territory east of the Mississippi, from the home office in San Francisco. This, together with the rapidly growing demand for its heaters, has shown us the necessity of an establishment in the east."

The Adams-Bagnall Electric Company of Cleveland, Ohio, now has its New York office in the Engineering Building, No. 114 Liberty Street, New York City, under the management of F. C. Perkins, eastern representative.

The Hurley Machine Company of Chicago has just added another 30,000 sq. ft. of floor space to its factory and has installed \$42,000 worth of



The eight-cylinder speed terror of the Jersey highways. P. L. Thomson of the Western Electric Company slows down to 60 miles an hour to cross a country bridge near his Glen Ridge home

new plant machinery. The company now occupies the entire building (except the ground floor) in which it started in 1907 with only 15,000 sq. ft. of floor space. Including that portion just leased the company's factory space to-day totals 105,000 sq. ft. The new addition will relieve the overload on the company's present factory equipment which has been running twenty-four hours a day for the last four months. The daily output is now about 150 washing machines.

Whitcomb & Gardner of Bernardsville, N. J., dealers in electrical supplies, and contractors, have dissolved partnership by mutual consent. According to notice issued, all moneys due Whitcomb & Gardner should be paid to Elmer E. Gardner, and all debts owed by the firm will be paid by Mr. Gardner upon being presented.



A treat for our lady readers! Otis Johnson of the Benjamin Electric Company, Chicago, who always looks before he leans—if one can use the verb "lean" in connection with Otis

